SHIBUYA 109

ENGLISH GUIDEBOOK

November 2009
GLITTER 11月号増刊
580円

特別付録
Special Badge Section:
5 Exclusive Buttons
SHIBUYA 109缶バッチセット

Special Fashion Focus
Grab Nicole Richie's Style!
ニコールになれる
秋冬新作マルキューアイテム

Wear It Like a Japanese Fashion Personality!
Japanese "GAL" Style
私達、今までも、これからも
ずーっと109ラバーズ♥

The SHIBUYA 109 Story
全部見せます！109キラキラ ヒストリー

All About 109
Any Time, Any Style...
You Can Get All Trends
You Want to Get!
どんな時代も、どんなスタイルもトレンドは109で手に入れる！

Magic Items to Become a Style Star
Celebrity Looks Autumn/Winter 2009
スターになれちゃう、マジックアイテムオンパレード

The 109 Scoop! Limited Time Offers, New Shops, Floo
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SHIBUYA 109

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CONTENTS

Fashion

14 Grab Nicole Richie's Style!
Special Fashion Focus

20 All About 109♥
Any Time, Any Style...
You Can Get All Trends
You Want to Get!

28 Hot denim is in!
by COCOLULU

30 Celebrity Looks Autumn/ Winter 2009
Magic Items to Become a Style Star

38 Hottest & Trendy Styles to be Adored!
Lovable Colors Collection

46 Japanese "GAL" Style Uncovered
Wear It Like a Japanese Fashion Personality!

Features

11,13 The SHIBUYA 109 Story

53 TIPS for Easy Shopping

SHIBUYA 109 SHOP GUIDE

72 SHOP LIST

73 New Open

74 SHIBUYA 109 Autumn/ Winter 2009 INFORMATION

76 Perfect Floor Map

79 Basic Information for SHIBUYA 109

81 From Staff

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Queen of Fragrance

Tiary romance
NEW ITEM 2009.12.6

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NEW ITEM 2009

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Tiary bright

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SHIBUYA 109 HISTORY part.1

hudie.com

Text:Yasuko Yasukawa
Translation:Mako Nemoto

Since its opening, SHIBUYA 109 has always been the place where trends have been created. It's the birthplace of GALs in platform boots and sexy exposing look. Let's take a closer look at the history of the place the locals call Marykyu, SHIBUYA 109.

SHIBUYA 109 DATA

Building: **8 floors, 2 basement levels**
Commercial space: **10,220㎡**
Total shops: **125**

The Name:

SHIBUYA 109, also called "Ichi Maru Kyu", translates to "109" in Japanese. This number is significant because it's a pun on the name of the company that owns the building (Toyku Mall Development, where "Tokyu" sounds like "10-9"), and also because it refers to the business hours of the building from 10a.m. to 9p.m.

1979 SHIBUYA 109 Opens

SHIBUYA 109 started as a fashion building targeting a variety of shoppers. There were a variety of tenants from ladies wear to menswear, sporting goods and restaurants. At the time Yamanote Ojosama style was popular, so it also included dress shops, kimono shops and jewelers among it's shops.

1980 ~ 1989 Sales skyrocket with the booming "bubble" economy

After the opening of the building, business thrived in the "bubble" economy. SHIBUYA 109 became popular as a place for people to get together to enjoy special events like fashion shows, campaigns, and live TV telecasts for New Year's, which often took place in front of the building. In 1990, at the peak of the "bubble" economy, sales at SHIBUYA 109 hit a record high.

1990 me Jane opens

1991 POOL SIDE opens

1992 As the "bubble" economy collapses, Marukyu reexamines the market

After the "bubble" burst, sales at SHIBUYA 109 also declined. To regain sales, the concept of Marukyu was reexamines and market research like street interviews was conducted.

1994 LOVE BOAT opens

1995 LB-03, SHAKE SHAKE and PEACH JOHN open

The first incarnation of GAL style becomes popular as a sexy new look

From street interviews, Marukyu researchers found that a lot of girls were drawn to a sexy style that included wearing high school uniforms, dying their hair blond, tanning, and showing their belly buttons (nesodashi). These sexy style girls, GALs, were attracted to the clothes at me Jane and LOVE BOAT. Marukyu started catering to these GALs and shops carrying clothes to their taste started to spread.

Over-exposed sexy look is the trend!

©inforest

It is even a conventioin for girls to become a bit flashers: wearing tight tops such as camisole and t-shirt is supposed to be a rule.

1996 FLAG (now known as FLAG-J) and EGOIST open

The reign of the high school girls

The synergy of the sexily styled GALs and high school girl "dokusha" models (literally, reader models), who were amateur models in youth fashion magazine, brought the popularity of Marukyu to new heights. Young girls tried to emulate these popoular dokusha models, who were known for coordinating their outfits from 109 products. Young girls started to wear platform boots and miniskirts to copy popular J-pop singer Namie Amuro, and Amurar style was born.

Of course, platforms went both ways: sandals and boots!

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Platform boots were over 10 centimeters in height. GALs staggered along streets in Shibuya and were often targeted on TV as a topic of interest.

1997 Kisskiss and L.D.S. open

12 new remodeled shops open

To increase Marukyu's popularity, they opened a series of shops catering to the sexy new style. The mass media latched on to this trend among young girls and started to call it GAL style, which became a part of the popular language.

1998 COCOLULU, ROSE FAN FAN, one way and SPIGA open

The tanned, hibiscus flowered-style of Loco Girls become popular

Hawaiian style shops such as COCOLULU and Na PaLi started to gain popularity. Girls with deeply tanned skin and hibiscus-flower patterned clothes and accessories, called Loco Girls gained popularity. COCOLULU hits the top of Marukyu's charts!

Hibiscus covers every inch of clothes, shoes, bags and accessories!

©inforest

©inforest

©inforest

At right is a hibiscus patterened dress from COCOLULU, which was part of a collection from 1998. GALs also accessorized with plumeria flower items for their arms and legs.

1999 R&E, L.G. MARKET, CHIARA, LIZLISA, and ji-maxx open

©inforest

"Charisma Tenin" becomes a buzzword

The trend of "Charisma Tenin", or literally "charisma clerks" was begun with the female producer of the EGOIST brand, who introduced her shop clerks to a magazine editor. The editor thought that the clerks were more fashionable than the dokusha models then featured in the magazine, so she ran an article with them called "Fashion Trends Started by Shop Clerks". The feature was so popular that magazines and major newspapers everywhere started featuring shop clerks. One of the articles was entitled, "We Are Charisma Tenin", and from that a new phrase was born.

Any article with shop clerks became the focus of attention in any magazine. People teased and backcombed their hair, and put together a sexy and mature style that emulated that of the shop staff.

©inforest

Girls out on the street copied the shop staff by backcombing their hair like them.

GO TO NEXT PAGE!

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OUTSIDE

SHOP LIST

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SHIBUYA 109 HISTORY part.2

The popularity of Marukyu continues to grow, from 2000 until now. From "One-e GALs" on, there have been types of GALs, even including GAL styles that can be seen now.

2000 moussy and Pinky Girls open

The mature, sexy One-e GAL style becomes popular.

EGOIST's Charisma clerk became the style predecessor of the One-e GAL. These GALS wore tight jeans and small tops that would show their bellybuttons, or knee lengths skirts. By this time, platform shoes were on the wane and sandals were more the style.

©inforest

One-e GALs tended to wear mules!

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Mules and sandals looked more mature and sexier than platform shoes

Knee-length mermaid skirts were popular as bottoms

©inforest

Short, tight tops and knee length skirts were the gold-standard of GAL fashion

2001 LIP SERVICE and DURAS open

Moussy, which opened in 2000, released "Moussy" denim, which claimed to elongate the legs and make them more shapely. These jeans were a sensation. A cool, casual denim jeans style because popular with GALs.

2003 SWORD FISH, Barak, one spo, and BLUE MOON BLUE open

GAL fashion sub-styles

During the seven years of the GAL style boom, brand shop companies also entered their twenties and began planning their concepts on the premis of "clothes I want to wear". GALs who were in high school at the time GAL style started also started enterting their twenties, and began to look away from Charisma Clerks and more at themselves when it came to their style. With their demand of more originality, different shops catering to sub-styles of GAL started opening at Marukyu.

GALs were attracted to a cooler, more mature style like Moussy's "cool and casual" and Lip Service's more ethnic look.

Shop clerks started to mix styles too

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2004 GILFY, SLY, DELYLE and GLAD NEWS open

"109 Stage" is started to help scout for new fashion leaders

The "109 Stage" started with Marukyu's twenty-fifth anniversary. The winners of the event could open their shops in Marukyu for one year. If the sales in the shops were good, then they could continue to do business. This was a great chance for entrepreurs who wanted to break into the market with new branks. There were 82 entries and 5 winners. GILFY, which is still in Marukyu today as a "cool and casual" shop was a winner at the first "109 Stage".
SLY, which was started by a former Charisma Clerk, opened in 2004. SLY's "unique and cool" style became popular with older GALs. With the popularity of "cool and casual" a harder GAL style started to appear.

2005 GOLDS ∞ infinity opens

2006 ValenTine's High, JSG, RODEO CROWNS, DazzliN', rienda, Ravijour and TRALALA open

Shops for GALs from high school to adults open

At this time, Marukyu already had lineups for diverse styles, not just for GALs with tans or dyed hair, but also for GALs with a more casual style, mature stle or even princess-like style. Styling created with popular 109 items began to be known as "Marukyu style".

2007 SBY opens

SBY opened on the 8th floor as a "café for new items and trends". SBY has sales space, café space, and a space for makeup. They also have a space to browse free samples, called the "s-comi sampling area". By answering a survey, people could take as many samples as they wanted, so SBY became a popular gathering spot for high school girls.

2008 MITSUMARU Laughin', swanky, Miel Crishunant, BACKS and titty&Co. open

2009 VANQUISH, REZOY, SARAH ZODIAQUE and w♥c open

Nowadays, Marukyu has shops that cater to different types of styles. Marukyu GALs select the fashion from these styles according to their feelings and the season.

A famous Shibuya sight: lots of shoppers in front of Marukyu for the January 2nd New Year's Sale

Celebrities who have visited Marukyu

- Paris and Nicky Hilton
- t.a.t.u
- Victoria Beckham
- Ciara Princess Harris
- Patricia Field
- Nicole Scherzinger (Pussycat Dolls)

SNAP COLLECTION in SHIBUYA 109

Here are some snaps from GAL magazines, arranged by year, taken in front of Marukyu on weekends

1998

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A popular GAL look from 1998: A tan and an ALBA ROSA dress

2000

©inforest

An One-e GAL with a right knee-length skirt and teased hair

2001

©inforest

A healthy, casual style mix of knit sweaters and miniskirts

2002

©inforest

Advent of cool, ethnic style with big accessories

2003

©inforest

Big belts, black and white, and casual start a harder edge in 109 fashion

2004

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Surf casual and monochrome grow up and gain popularity

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Grab Her Style

Nicole R

3

Unlock Her 3 Style Secrets

Why is everyone so enchanted
by Nicole Richie?
Let's unlock
her three style secrets!

vimee.net

Phots:MARK LIDDELL/ICON INTERNATIONAL/AFLO(Nicole photo)
Keizaburo Ueno(G-3/Still)　Styling:Noveldoor
Special thanks:GLITTER & GOSSIPS PRESS & Getty Images

蝴蝶网
hudie.com

ichie

“I’m very comfortable, and I have nothing to hide.”

慧美网
vimee.net

NICOLE RICHIE

1 Door LOOKS!

Secret number one: her looks. People love her big doe-eyes, honey blonde hair, and willowy figure. Let's take a closer look at why she's such a popular style role-model.

Face & Hair

Big, lovely brown eyes, and alluring blonde hair!

Her eyes are definitely one of her focal points; they're like an adorable furry animal's. Her hair is well groomed, too. Girls everywhere can follow her easy, natural hairstyle.

"I want to have Nicole's figure!"
(Rika, 21, USA)

"Big brown eyes! She is so adorable♥"
(Rui, 22, Japan)

"Her haistyle is so cute. I always get style ideas from her."
(Sam, 17, USA)

"I like her smile!"
(Emily, 18, Russia)

"She's petite but always stylish!"
(So-Yeon, 21, Korea)

Figure

She's got a lot in common with Japanese girls: petite and in balance!

Nicole proves that even petite women can enjoy high-fashion too. Nicole's gone through a lot of changes, from her a little-too-slim time while on The Simple Life, to her new glowing role as a mother. Her metamorphoses with her natural beauty keep everyone interested!

慧美网 vimee.net
蝴蝶网 hudie.com

Darlin'

Finding true love with Joel

Nicole used to be a magnet for gossip and scandals, and several high-profile relationships. Then, she finally met her love-match, Joel Madden from the punk band Good Charlotte. Nicole gave birth to her first baby girl, Harlow Winter in 2008, and her son Sparrow in September. It's rumoured that Nicole and Joel will be getting married soon!

GLITTER May issue, 2008
Nicole on the cover of GLITTER with her partner, Joel and daughter Harlow. It was the first time for them to be featured together on the cover of a magazine.

Cildren

Joy with two adorable kids!

Her daughter Harlow's the inspiration for the name of her accessory brand. "It's an even more amazing thing than I expected", says Nicole about being a mom. She named her son Sparrow. Soon before he was born, the paparazzi took pictures of her holding Harlow while still pregnant with Sparrow.

NICOLE RICHIE

2 Door HEART!

Nicole now lives a life full of love. She's got self-confidence and takes care of herself, too. She may have been seen as a wild party-girl before, but now she's got a charmed life full of love. Nicole is a symbol that anyone can have tough times, get off track but still be able to find happiness if they don't give up.

Friends

True friends are like diamonds: bright, beautiful, valuable, and always "in".

Ever since her sometimes criticized behavior on The Simple Life, she's become known as a hearwarming girl. She's had tons of celebrity friends like Paris Hilton, Lindsay Lohan, Samantha Ronson, Kimberly Stewart, and Mischa Barton. She says her best friend is Sophia, who is a creative personality, not a celebrity. This is the Nicole we love!

"I love her because she has both a career and a family."
(Layla, 26, England)

"She's so mature now!"
(Alice, 29, Canada)

"She looks so fullof love!"
(Reina, 19, Japan)

"I really like that she grew up and started acting more mature."
(Jane, 25, USA)

Dad

Lionel Richie is my only dad!

When Nicole was three, singer Lionel Richie became her legal guardian. About her father, Nicole says that he's got a big head but also a big heart. Her life in the spotlight started after she was adopted. She grew up around famous stars, and Michael Jackson named her! Simply being a celebrity isn't enough for her, though. She's also involved with charities and started a children's foundation!

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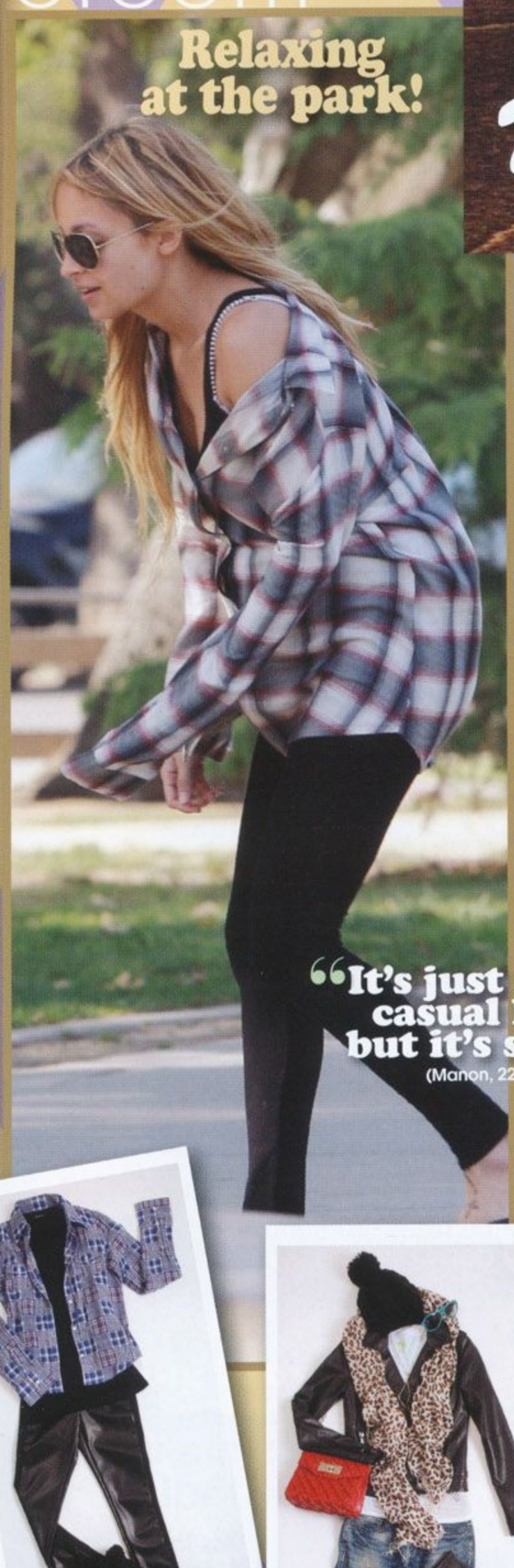
NICOLE RICHIE

3 Door FASHION!



Shopping around the neighborhood.
Parka ¥6,930/Jimaxx. Stole ¥3,045/one*way. Pants ¥10,290 & sunglasses ¥4,095/EGOIST. Sheepskin boots ¥5,154/ESPERANZA.

Shirt ¥4,900/COCOLULU. Long sleeved T-shirt ¥3,045/one*way. Leggings ¥5,775/EGOIST. Sheepskin boots ¥5,154/ESPERANZA.

Leather jacket ¥14,490/EGOIST. Leopard print scarf(& long sleeved T-shirt) ¥3,045/one*way. Jeans ¥8,900/COCOLULU. Boots ¥14,490/ESPERANZA. Bag ¥8,295/EGOIST. Necklace ¥2,625/LIP SERVICE. Sunglasses ¥2,520/JSG.

Studded dress ¥5,400/J
Pumps ¥4,935/Charma
Sunglasses ¥4,095/EGO
Necklace ¥1,260/JSG.
Wristwatch ¥4,095/one

Cardigan ¥5,985/one*v
Velour shorts ¥7,245 Pie
¥2,940/LIP SERVICE. Boo
¥7,980/ESPERANZA.

慧美网
vimee.net

蝴蝶网
hudie.com

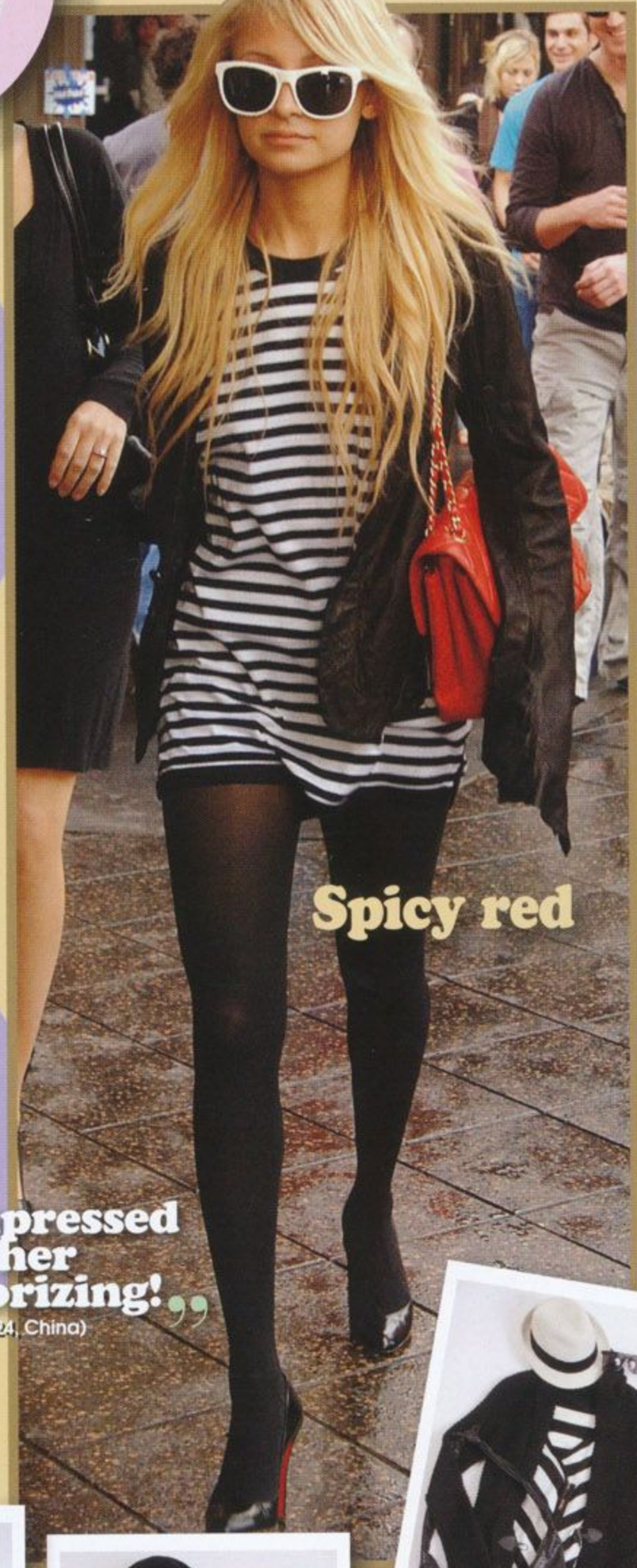
The biggest reason for her popularity is of course her fashion sense. Here are 6 looks that have our favorite rock style. SHIBUYA 109 has got all the key elements for Nicole's style!

The issue feature Nicole and her clothing sold out!

Left: GOSIPPS PRESS August issue, 2009, right: GOSIPPS PRESS November issue, 2009 is now on sale!

At a party!

Add a wild accent!



Spicy red

"I am impressed by her accessorizing!"
(May, 24, China)

Knit coat ¥8,295, Striped top ¥6,820, Hat ¥4,725&Shoulder bag ¥10,290/EGOIST. Leggings ¥1,995/one*way. Pumps ¥6,930 Charmant. Sunglasses ¥2,520/JSG.

Fringed v est ¥4,935/Ji maxx. denim skirt ¥9,345/EGOIST. Bag ¥6,195, & bracelet ¥1,890/one spo. Boots ¥7,980/Charmant. Hair accessories ¥1,050/JSG.

Sweatshirt cardigan ¥4,095/one*way. T-shirt ¥3,990/Ji maxx. Shorts ¥4,900/COCOLULU. Bag ¥8,295&hat ¥4,725/EGOIST. Boots ¥6,930/Charmant. Sunglasses ¥2,520/JSG. Necklace ¥2,625/LIP SERVICE.

ket ¥8,295, Mini-dress
345&Bag
45/one*way. Necklace
25/JSG. Heart pumps
930/ESPERANZA.

Scarf ¥1,995/one*way. Jumpsuit & Bag ¥10,290 ¥9,345 /one spo. puffed long sleeved T-shirt ¥5,775 & Pumps ¥11,340/EGOIST.

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hudie.com

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hudie.com

Welcome to Trend Paradise!

Dress ¥9,345/Honey Bunch.
Belt¥2,940/MA*RS.
Bag ¥4,065/MITSUMARU SHINE BE MODEL.
Tights ¥2,100/POCOAPOCO.
Pumps ¥12,390/Spiral Girl.
Bracelet ¥1,365/MITSUMARU Layla Rose.

It's All About 109

60's LOVELY

70's BOHEMIAN

80's ROCK

Any Time, Any Style...
Get all the trends you love!

どんな時代も、どんなスタイルもトレンドは109で手に入れる!

Be whoever you want to be! Look cute on a date, cool with your friends... SHIBUYA 109 makes your wishes come true!

Photos:Yasufumi Mimaya(f-me) Styling:Aya Kojima
Hair&Make-up:Naoyuki Akama Model:Lena

蝴蝶网
vimee.net

60's "LOVELY"

Become a cute, loveable classic actress with polka dots, stripes, and plaids!

蝴蝶网 hudie.com

慧美网 vimee.net

Prim IT girl'

A beret is in the fir
in shopping list. Cardiga
¥5,145/Ruvap
Skirt ¥6,195/ValenTine's Hig
Beret¥3,990/DELYLE
Bag (Reference item)/DELYLE
T-shirf ¥4,095/Spiral Gir
Ribbon putted on the bere
(Reference item)/DELYLE
Pumps ¥11,340/DURA
Tights ¥630/POCOAPOC

蝴蝶博文
hudie.com

Super-kawaii mini-dress look!

e big on hearts.
Mini-dress ¥8,295/titty & Co.
elt ¥3,360/MITSUMARU SHINE BE MODEL.
lead accessory ¥2,100/baby shoop.
ag ¥4,935/L.D.S..
ights ¥2,100/POCOAPOCO.
umps ¥5,985/ESPERANZA.

Feeling shy?

Do it in a micro-mini and pink!
Skirt ¥6,090/DURAS.
T-shirt ¥3,675/Anthony's.
Fringed bolero ¥8,190/Laguna Moon.
Belt ¥3,465&Bracelet ¥2,625/DELYLE.
Bag ¥5,145/one*way.
Tights ¥630/POCOAPOCO.
Pumps ¥7,245/REZOY.

Make it trendy with knee-high boots.

Black is on our most wanted list!
Knee-high boots ¥19,740/EGOIST.
Turtleneck ¥4,900/COCOLULU.
Skirt(will be available at the middle of NOV) ¥6,930/DELYLE.
Sunglasses ¥4,095/EGOIST.
Belt ¥1,995/aria fresca.
Bag ¥5,145/one*way.

慧美
vimee.net

Make the boys fall in love.

Go girly-chic with a plaid trenchcoat!
Coat(will be available at the middle of NOV) ¥18,690/EGOIST.
Long T-shirt(will be available at the beginning of NOV) ¥4,935/DELYLE.
Skirt ¥7,875/VANQUISH.
Bag ¥5,145/one*way.
Boots ¥10,290/R&E.

Get warmed up with sheepskin!

Sheepskin jacket ¥59,850/moussy.
Each tank top ¥3,045/swanky.
Short pants ¥4,725/L.D.S..
Sunglasses ¥1,995/MITSUMARU Layla Rose.
Necklace ¥4,200/baby shoop.

ZIP'S BOHEMIAN 99

Be Bohemian in sheepskin, maxidresses and ponchos in vivid colors!

hudie.com

蝴蝶网
hudie.com

Maxi dress for winter? Add a fur vest!

Dress(will be available at the beginning of NOV) ¥12,600/REVROSSA CLARITY.
Fur vest ¥6,195
& Head accessory ¥2,625 /Anthony's.Stole ¥2,625 /Grandedge.
Bag ¥4,725/Ober Tashe.

WOW!

Get cheeky in a poncho.

Paired with a micro-mini.
Poncho ¥14,700/baby shoop.
Skirt (Reference item)/LIP SERVICE.
Necklace ¥2,625
& Sunglasses ¥1,050 /Grandedge.
Bag ¥27,300/SAMANTHA VEGA.

Mix and match:

a chic purple dress meets a chunky knit cap!
Stole ¥5,040/Rodeo Crowns.
Dress ¥7,875/MITSUMARU SHINE BE MODE.
Fur cap ¥5,775/Spiral Girl.
Bag ¥10,290/SWORD FISH.

Girly colors make your style!

Cheerful and breezy!
Long T-shirt ¥8,190/LOVE GIRLS MARKET.
Jeans ¥14,490/moussy.
Shirt ¥6,195/swanky.
Belt ¥6,195/ Barak.
Knitted clutch bag ¥3,675 /MITSUMARU SHINE BE MODEL.
Knitted cap ¥4,095/Spiral Girl.

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109 Rock

Don't miss out on the ROCK trend.
Give it a 109 twist by
mixing in color!

蝴蝶网
hudie.com

慧美网
vimee.net

A trend bullseye!

A jacket and knee-high boots cool it off.
Jacket ¥9,345/one*way.
Boots ¥13,440/R&E.
Dress ¥8,190/L.D.S..
Belt ¥3,465/DELYLE.
Bag ¥6,510/VANQUISH.
Sunglasses ¥2,520/Grandedge.
Necklace ¥1,890/aria fresca.
Bracelet ¥1,365/SBY.

BANG!!

Rock out and dazzle!

Leopard coat ¥20,790/Barak.
T-shirt(with camisole) ¥4,095/JSG.
Skirt ¥6,195/BUMBLE BEE.
Pierced earring ¥2,100/DURAS.
Tights ¥3,990/POCOAPOCO.
Boots ¥11,340/R&E.
Bag ¥5,145/Ober Tashe.
Love badge putted on the coat
¥500/COCOLULU.

Be a tomboy!!

In high-top sneakers
and a backpack.
Dress ¥6,195/Spiral Girl.
Leggings ¥3,570/JSG.
Chain ¥4,095/one spo.
Sneaker ¥10,290/L.D.S.
Hairband ¥1,575/JSG.
Striped knitted sweater
slipped on ¥6,195/EGOIST.
Bag ¥3,045/Ober Tashe.

Be in the winner's circle!

The perfect leather jacket for this season!
Leather jacket¥33,600/SWORD FISH.
T-shirt¥10,290/HOUSE OF THE GODS
(SWORD FISH).
Shirt¥6,195/ROYAL PARTY muse.
Knitted cap¥4,095/EGOIST.
Glasses ¥1,050
& Necklace¥2,100
/aria fresca.
Pants¥15,540/Barak

Feel the tough!

Harem pants go to the next
level wit style.
Designed parka¥5,145/GILFY.
Sarrouel pants¥5,985/LB-03.
Sunglasses¥1,050/Grandedge.
Necklace¥1,500/COCOLULU.
Hat¥4,725/Spiral Girl.
Belt¥3,675/Spiral Girl.
Bag¥18,900/SAMANTHA VEGA.

蝴蝶网 huadie.com
vimee.net

Hot Denim is In!

FOR GIRLS, LIKE BOYS!!

ココルルのカラフルウエアで過ごす、HOT WINTER♪

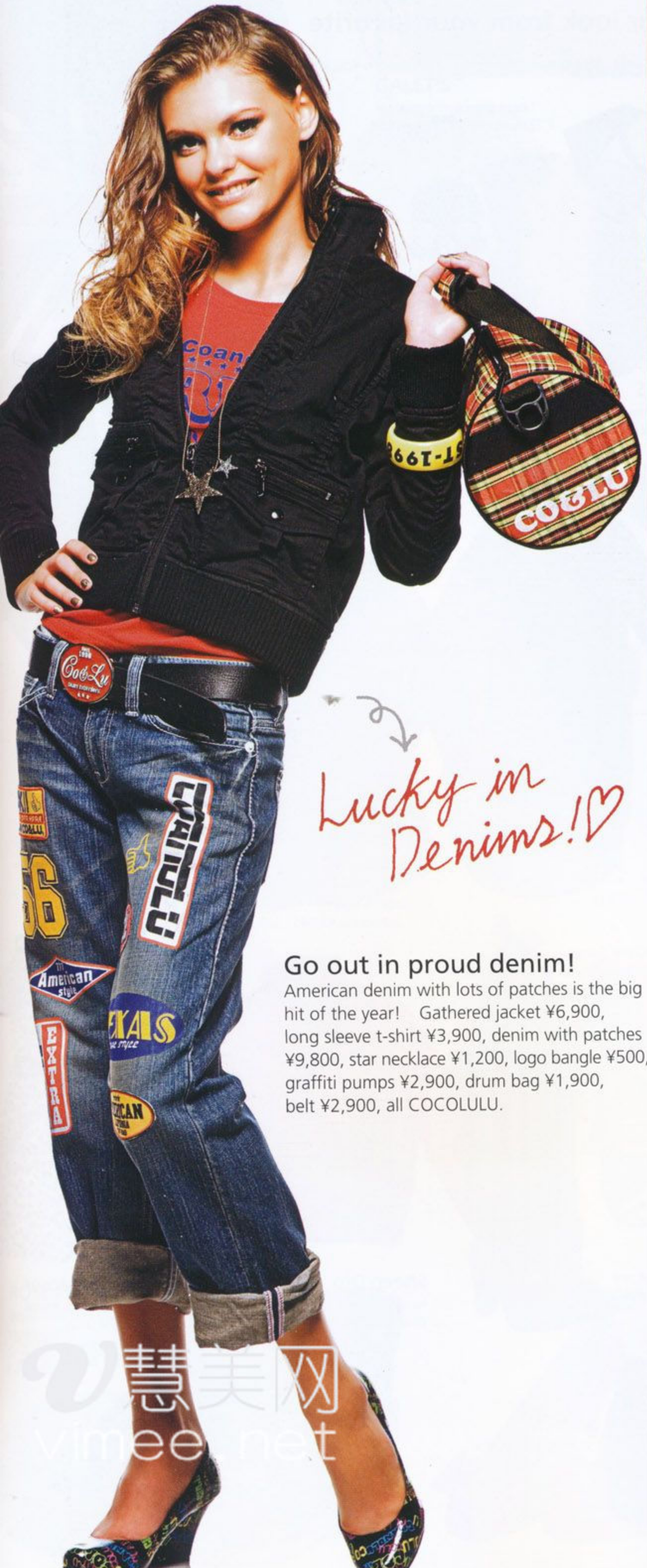
COCOLULU is always vivid and colorful.
This season is all about boyish denim
with an 80's touch.
Start winter with a hot outlook in COCOLULU.
Show off your original style!

Photos:Junji Moroi(Rooster)　Styling:Novel door
Hair&Make-up:Naoyuki Akama　Model:Olena

Be a California Girl!

Get the perfect look in a vivid down jacket
and embroidered denim!　Bicolor down jacket ¥8,900,
long sleeve t-shirt ¥4,900, rockin' denim ¥8,900,
boxer shorts ¥1,900, faux fur cuff boots with logo ¥4,900,
mesh cap with faux fur ¥2,900, belt ¥1,900,
all COCOLULU.

COCOLULU
by CO&LU



Lucky in Denims!♡

Go out in proud denim!

American denim with lots of patches is the big hit of the year!　Gathered jacket ¥6,900, long sleeve t-shirt ¥3,900, denim with patches ¥9,800, star necklace ¥1,200, logo bangle ¥500, graffiti pumps ¥2,900, drum bag ¥1,900, belt ¥2,900, all COCOLULU.

Fun with Boy's Denim♡

Cool High-top Sneakers! and under the same heading

Boyish high-top sneakers match perfectly with denim shorts. Sporty and sexy!　Neon pullover ¥5,900, faux fur reversible stadium jacket ¥6,900, denim shorts ¥4,900, high-top sneakers ¥5,900, knit cap ¥2,900, sunglasses necklace ¥500, all COCOLULU.

INTERNATIONAL SHOPLIST

CHINA
成都　第一城店:成都市小科甲巷1号第一城商業广場3F4-6号 ☎028-8666-9131
伊藤店:紅星路3段大科甲巷8号伊藤洋華堂2F CO&LU ☎028-8666-8160
太平洋店:成都市総府路12号太平洋百貨2F CO&LU ☎028-6580-6037
深圳　深圳市宝安南路万象城芮鴎百貨 負1F CO&LU ☎0755-3338-6870
杭州　杭州市延安路619号国大商場 3F 316B CO&LU ☎0571-8515-0282
武漢　武漢市中山大道新民衆楽園 2F 213号 ☎027-5837-9300
贵州省　贵阳市南国花锦5楼CO&LU专柜 ☎085-1582-2089
台湾·台北　台北市忠孝東路四段205巷11號 ☎02-2784-9546　台北市武昌街二段50巷14號 ☎02-2381-3851
誠品116:台北市漢中街116號4F ☎02-2370-2421　新光南西二館:台北市南京西路15號B1F ☎02-2581-6892
京華城:北市八德路四段138號2F(球區) ☎02-8761-6559　[illegible]:台北市[illegible]F ☎02-2723-9362
桃園　站前新光:桃園市中正路19號4F ☎03-[illegible]347
台中　老虎城:台中市西屯區河南路三段120號2F ☎04-2[illegible]-0134
高雄　大遠百:高雄市三多四路21號4F ☎07-536-437[illegible]

JAPAN
SHIBUYA109　東京都渋谷区道玄坂2-29-1渋谷109 5F COCOLULU ☎03-3477-6907 and more.

慧美网 vimeei.net
蝴蝶网 hudie.com

Celebrity Looks Autumn/Winter 2009

お手本は人気セレブ!
秋のHOTスタイルを
完全網羅

Not sure what to get for this season? The 109 brands have all the styles, from Rock to 80's, and vintage looks... Choose your look from your favorite celebrity and start shopping!

Photos:Shinya Nagatome(still) , AFLO(star) , Styling:Izumi Yumigeta , Text:Yasuko Yasukawa

Rock

Many brands at 109 are getting tough with Rock styles this season. Skull patterns and plaids are fun with this look. Get the latest edge with a biker jacket!

Lindsay Lohan

REZOY
Frilled black pumps fit any style.
Frilled zippered pumps ¥6,195 / REZOY

GLAD NEWS
For a slim rock silhouette...
T-shirt ¥5,145 / GLAD NEWS

CRYX
Trendy and full of impact!
Skull t-shirt ¥3,675 / CRYX

Dilga
Dazzling sequinned items are perfect for nights out!
Sequinned dress ¥5,145 / Dilga

d.i.a.
Works for both rock and casual looks.
Tie-dyed jeans ¥13,440 / d.i.a.

Dilga
Monotone skulls can go cool or girly.
Knit parka ¥6,195 / Dilga

SpRay
Stripes are where it's at with boyish styles.
Shirt-dress ¥3,045 / SpRay

BUMBLE BEE
Red plaid is a perfect fit for a feminine rock turn.
Shirt-dress ¥4,935 / BUMBLE BEE

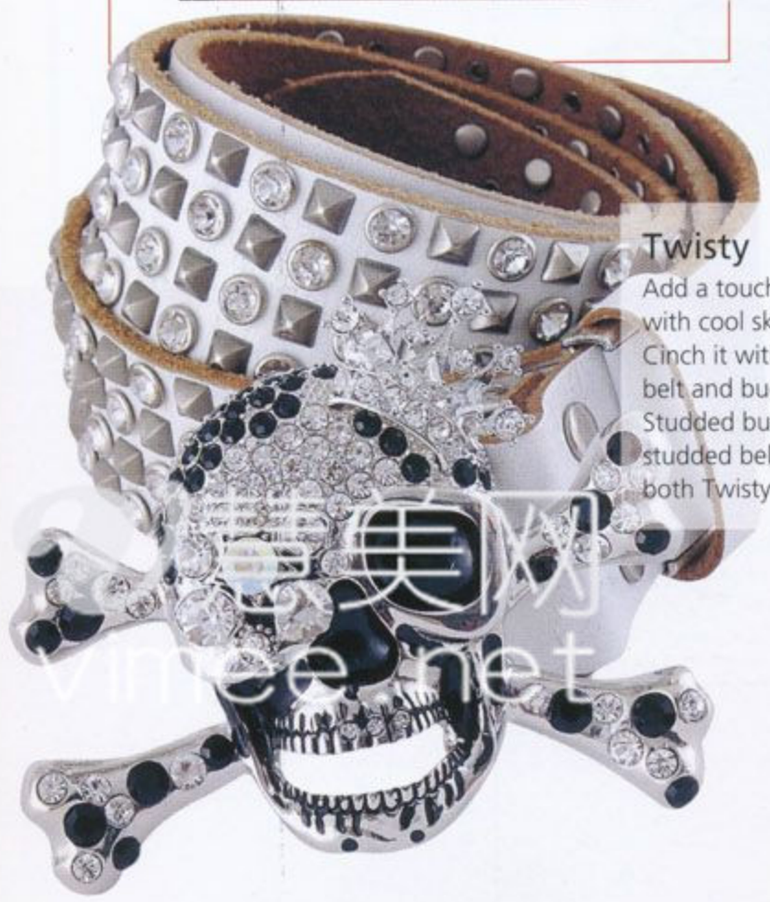
Barak
Get studs to cool down your look.
Shoulder bag ¥22,890 / Barak

Anthony's
The finishing touch for rock!
Chain bag ¥9,345 / Anthony's

charmant
Hardcore boots with straps and studs are the top of Rock style.
Studded boots ¥9,975 / charmant

Sneep Dip
Need to pack a punch? Get red!
Biker jacket ¥6,195 / Sneep Dip

Beaute Danser
Perfect combo: animal print and studs.
Off-the-shoulder dress ¥6,195 / Beaute Danser



Twisty
Add a touch of "bad" with cool skulls.
Cinch it with a studded belt and buckle.
Studded buckle ¥5,990, studded belt ¥5,990 / both Twisty

VENCE
Studs give your look instant edge.Denim shorts ¥5,900 / VENCE

MITSUMARU Laughin'
Soften your Rock with white.
Studded beret ¥3,045 / MITSUMARU Laughin'

80's Casual

Neon colors, sequins, and leopard prints... the key to the 80's look is to use cool items with a touch of glam. Girl it up with high-waisted miniskirts and ribbons!

one spo
Black dress with
leopard lace ¥7,245 /
one spo

GALET'S
Neon pink makes its mark!
Quilted bag ¥4,095 / GALET'S

ROSE FAN FAN
Big ribbons bring back the 80' s.
Boston bag ¥4,935 / ROSE FAN FAN

DazzliN'
Disco dazzles let you sparkle!
Sequinned skirt ¥7,245 / DazzliN'

kiss kiss
Make like Madonna: play it naughty and cute!
Frilled off-the-shoulder top ¥5,985 / Kiss Kiss

agent GOLD 81
Create a new shape with a corset.
Leopard skirt ¥7,140 / agent GOLD 81

w♥c
Footless tights make any look trendy.
Leopard blouse ¥8,295 / w♥c

PEAK&PINE
Play peek-a-boo with a t-shirt or tank top!
Polka dot bikini ¥14,700 / PEAK&PINE

Honey Bunch
A sequinned top is the perfect 80's look.
Tank tunic ¥7,140 / Honey Bunch

SpRay
Be grown-up and sexy with beading and purple.
Beaded skirt ¥4,095 / SpRay

rienda
Stars and neon are the 'it' look!
Sequinned star dress ¥6,145 / rienda

Doll Kiss
Play hard to get in black and pink!
Hair accessory ¥3,780 / Doll Kiss

Takaraya
Décolleté is the order of the 80' s.
Lace-up corset ¥2,990 / Takaraya

ROSE FAN FAN
Neon dresses say 80' s!
Frosted polka-dot tulle dress.
Frosted dot tulle dress ¥3,465 / ROSE FAN FAN

SARAH ZODIAQUE
Bring it big and flashy!
Lamé ribbon clip ¥1,050 / SARAH ZODIAQUE

ROSE FAN FAN
Boyish sneakers make any style original.
Sneakers ¥6,930 / ROSE FAN FAN

charmant
Neon colors make a big impact.
Enamel ribbon pumps ¥5,985 / charmant

REZOY
Leopard pumps fit any style!
Pumps ¥7,245 / REZOY

Neo Retro

The Retro boom is still big this season. Keep it updated with a cocooned dress or long jacket. Don't forget the elegance with suede pumps!

ME JANE

Cinch your waist this season!
Velour elastic belt ¥2,310 / ME JANE

Honey Bunch

No need for accessories with a jewelled cardigan.
Cardigan ¥7,140 / Honey Bunch

MANA

Get natural style from oversized boyfriend items.
Jacket ¥3,045 / MANA

Lagunamoon

White shirts play both masculine and feminine.
Frilled shirt ¥7,980 / Lagunamoon

min plume

Everyone loves retro-cute oversized ribbons.
Tweed off-the-shoulder ribboned dress ¥9,345 / min plume

Pinky Girls

Nostalgic double buttons are the hit for this season.
Jacket ¥8,295 / Pinky Girls

Lagunamoon

Strike a good balance.
Tweed dress ¥8,925 / Lagunamoon

ROJITA

Subtle glitter keeps it gorgeous.
Tweed glitter jacket ¥10,290 / ROJITA

Pinky Girls

Layer it over a knit turtleneck for everyday casual.
Jewelled off-the-shoulder dress ¥5,985 / Pinky Girls

ROCKY AMERICAN MARKET

Get the Paris Hilton look in a black dress.
Ruffled off-the-shoulder dress ¥12,390 / ROCKY AMERICAN MARKET

R&E

Jeweled shoes add luxury.
Open-toed pumps ¥8,295 / R&E

POOL SIDE

Accents are elegant.
Suede pumps ¥10,800 / POOL SIDE

GALET'S

Chained bags in white are it for this season!
Chained bag ¥3,045 / GALET' S

min plume

Dazzling decorations make it simple but cute.
Velour skirt ¥7,245 / min plume

Kiss Kiss

Full of frills is retro and sexy.
Mini dress ¥5,985 / Kiss Kiss

DazzliN'

Big frills have a grown-up appeal.
Oversized t-shirt with frilled lace ¥7,245 / DazzliN'

慧美网 vimeenet 蝴蝶网 hudie.com

蝴蝶网 ie.com

SHAG ADELIC

A must-wear: flower print dresses with lace on the top.
Suede faux-fur vest
¥11,340 / SHAG ADELIC

HEADSTAR

Charm points for a girly bohemian look. Big pompoms add a trendy flair.
Knit cap ¥3,990 / HEADSTAR

BUZZ SPUNKY

A showy lining adds some spice.
Mod-style hooded coat ¥13,440 / BUZZ SPUNKY

Sneep Dip

Vintage material and re-designed finishing updates the look.
Studded casquette
¥1,995 / Sneep Dip

PEAK&PINE

Layer it with a dress to up the cute factor.
Tie-dye bikini ¥13,650 / PEAK&PINE

MITSUMARU SHIINE BE MODEL

First on our list: retro flower prints.
Flower print dress ¥8,295 / MITSUMARU SHIINE BE MODEL

LIZ LISA

The top element for vintage chic!
Faux-fur jacket
¥20,790 / LIZ LISA

MITSUMARU Allamanda

Cutting-edge design with all the trends you want in one style.
Fringed bag ¥6,195 / MITSUMARU Allamanda

MITSUMARU HEAVEN and Earth

High distressing, high glamour!
Distressed denim
¥9,345 / MITSUMARU HEAVEN and Earth

ALBUM

Painted denim adds freshness.
Painted jeans
¥4,760 / ALBUM

SHAKE SHAKE

Printed sweatshirts go well with trousers or skirts.
Sweatshirt ¥4,095 / SHAKE SHAKE

JAMMY

Masculine plaid items fit a sweet and spicy vintage look.
Plaid shirt ¥6,195 / JAMMY

V.V.P. VISALIA

Creases finish a vintage look.
Olive shirt ¥3,000 / V.V.P. VISALIA

Dilga

Wear it over a girly dress for a sweet look with bite.
Denim jacket ¥5,145 / Dilga

w♥c

Faux-sheepskin makes a sweet bohemian look.
Long dress ¥5,145 / w♥c

POOL SODE

A must-have for a vintage look!
Cowboy boots ¥19,800 / POOL SODE

Vintage

Nostalgic flower prints, vintage suede and denim...109 brand have got vintage going on! From sweet bohemian to retro-casual find just the right style for you!

charmant

Fringed items upgrade your style!
Fringed boots
¥6,930 / charmant

慧美网 hee.net

SARAH ZODIAQUE

Jewels make it instantly fabulous.
Hoop earrings ¥1,890 / SARAH ZODIAQUE

MITSUMARU Laughin'

Add some heat to your style!
Pistol necklace ¥1,995 / MITSUMARU Laughin'

Lemon Tree

Catch on to the trend with skull rings.
Silver ring ¥18,900 / Lemon Tree

Vɸeux

Sexy bijoux ear piercing is the best for an accent.
Gold bijoux ear piercing ¥1,470 / Vɸeux

Grand edge

Black skulls for girls with an edge.
Necklace ¥1,575 / Grand edge

Lemon Tree

Menswear styling must-haves.
Leather straps ¥525 each, jeweled cross pendant head with bijoux ¥16,800 / both Lemon Tree

MITSUMARU HEAVEN and Earth

Crosses and studs: tough!
Cross necklace ¥2,940 / MITSUMARU HEAVEN and Earth

L・CHANCE

It's all about size: go big!
Choker ¥4,095 / L・CHANCE

GOLDS infinity

It works with an elegant retro-vibe.
Necklace ¥2,625 / GOLDS infinity

GLAD NEWS

Big is it! Bangle ¥3,675 / GLAD NEWS

LIZ LISA TWINKLE

Always gorgeous in gold!
Gold necklace ¥2,525 / LIZ LISA

SARAH ZODIAQUE

Delicate stones add elegance energy.
Silver necklace ¥2,205 / SARAH ZODIAQUE

Vɸeux

Get 80's brightness with stars all over!
Silver star earrings ¥1,260 / Vɸeux

Grand edge

Squared shapes make an 80's diva.
Jeweled earrings ¥4,725 / Grand edge

CHIARA

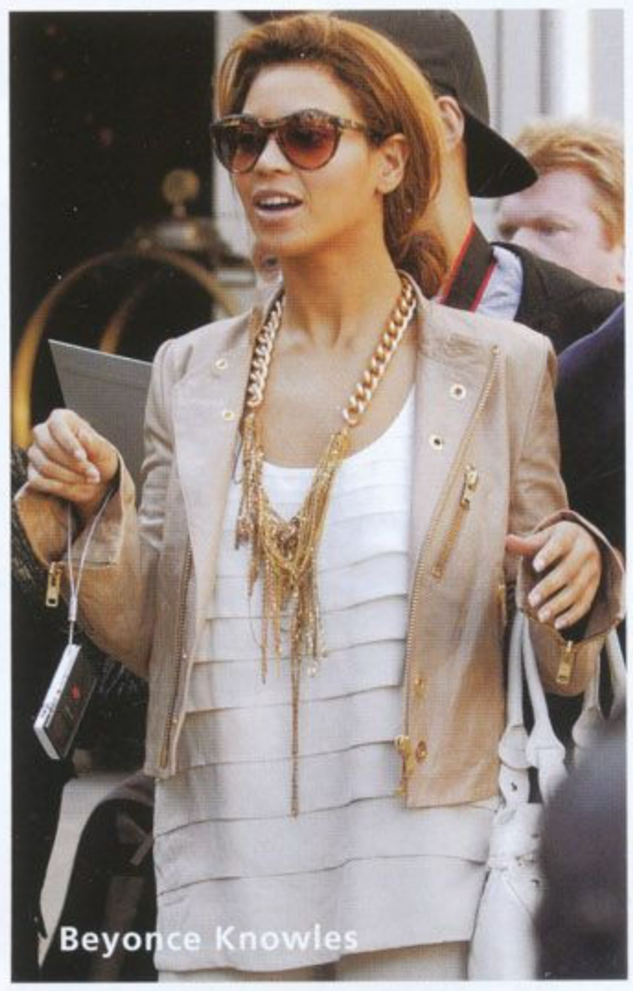
Glitter hair ribbons add to a girl's rock style.
Silver and rhinestone earrings ¥4,725 / CHIARA

one spo

Jewels add gorgeousness to retro style.
Bracelet ¥4,095 / one spo

Accessories

Stars and crosses can go either for Rock or 80's styles. Add a pearl necklace for a touch of vintage. Whatever you do, pick something substantial to have style success!



Beyonce Knowles

Rudie Room

Fluffy, sweet interior items are a must-have. Be adorable: pastel colors, dazzling items, and Care Bears!

BABAINBOU

Elegant rhinestones are cute but grown-up.
Glitter ballpoint pen
¥3,150 / BABAINBOU

Nail Craft

Dazzle yourself while putting on your make-up!
Brush ¥8,400 / Nail Craft

PLAZA

Keep your earrings in place, or just have something cute!
Jewelry box ¥2,415 / PLAZA

CHIARA

Big shapes for big love!
Jewelled lamé purse ¥1,365 / CHIARA

PJ(PEACH JOHN)

Pink isn't just for girls...boys can fall in love with it too.
Bra & shorts ¥1,800 / PJ (PEACH JOHN)

Ruby Rose

Shine and ribbons: perfect for your room!
Clock ¥4,515 / Ruby Rose

candy&cake

Legwarmers are top of the season!
Striped legwarmers ¥2,800 / PJ(PEACH JOHN)

Ruby Rose

Feel like a princess every time you open your closet.
Decorated hangers ¥2,100 / Ruby Rose

STANZAIN

White faux-fur is forever cute!
Parka ¥5,750, shorts ¥2,750 / both STANZAIN

CHIARA

Elegant pearls on a mirror made to go out with you!
Silver decorated mirror
¥1,575 / CHIARA

PJ(PEACH JOHN)

Pastel stripes make anything easy and relaxing.
Zipper parka ¥4,300, shorts ¥2,900 / both PJ (PEACH JOHN)

Ruby Rose

Even looking at it is fun! Dustbin ¥1,890 / Ruby Rose

CHIARA

Made to be shown off!
Decorated hair brush
¥1,365 / CHIARA

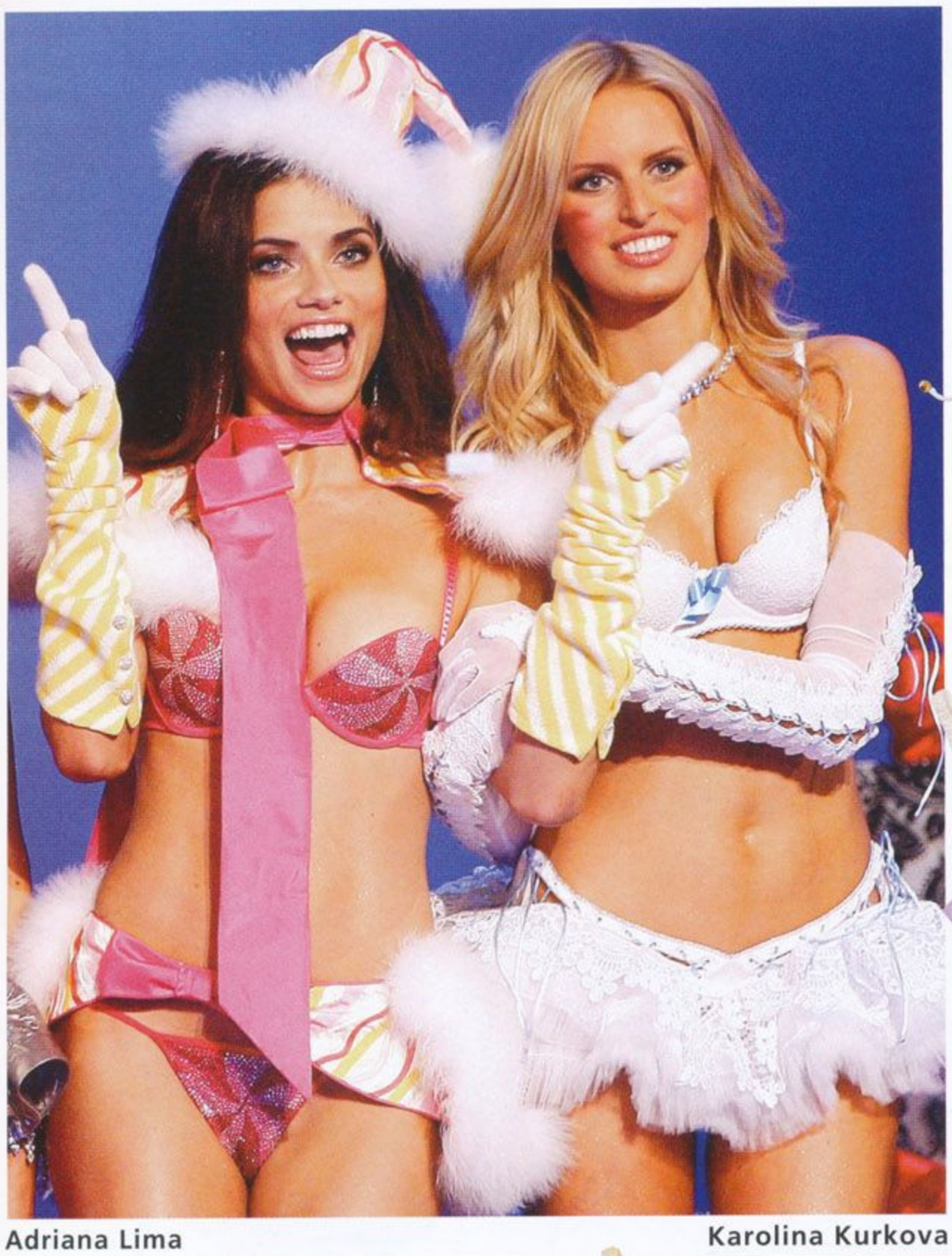
PLAZA

Care Bears make for sweet cell phones!
Cell phone stand ¥1,365 for each / PLAZA

Irresistible Lingerie

Lingerie to make you sexier

Lingerie really makes a woman feel fashionable.
What' s your style: lovely pastels or sexy black?



Adriana Lima　　Karolina Kurkova

Ravijour
Racing satin bra & panties
(or thong) \6,825

PEACH JOHN
the store
bomb bust heart bra \2,900
& thong \2,000

PEAK&PINE
Laces are lovely.
Lingerie style bikini \13,650

PEACH JOHN
the store
Must up girly satin-look bra \2,800
& panties \1,300

Lagunamoon
netting bra & panties
\5,985

PEACH JOHN
the store
"Veils" maximum
maker bra \2,900 &
panties \1,200

PEACH JOHN the store
"Sugar" maximum maker bra
\2,900 & panties \1,200

PEACH JOHN
the store
maild ballerina bra \3,000
& panties \1,400

PEACH JOHN
the store
Must up satin bra
\2,800 & panties \1,300

Lagunamoon
The "Medo(=nanny)".
Funny and clever !
bra & panties \5,985

POCO A POCO
Pure white bra with
luxe ruffles \13,465(cats)

Lovely St

Get the ultimate in pastels
super-cute for a lovely fee

eve eve chiffon bra\1,800 & panites\800
/PEACH JOHN the store.

Sexy Style

Chic black will make you a sexy, sweet devilish girl♥

ruffle bra& panties(or thong) \6,825 & garter belt \3,990/ Ravijour

Ravijour
Leopard print bra & thong (or T-backs) \5,775

Ravijour
Gathered bra & panties (or thong) \6,825

PEAK&PINE
Lingerie-look bikini!.
Striped bikini \16,800
(Defilious)

Ravijour
"nu-bra" makes busts beautiful & panties (or thong) \9,975

Ravijour
Luxury satin bra & panties (or thong) \5,775

Ravijour
Lace overlay bra & panties (or thong) \6,825

Ravijour
Lace garter belt \3,990

Lagunamoon
Vintage style ruffled bra & panties \5,985

agunamoon
a with ribbons & panties
,985

Ravijour
bra and panties (or thong) in sexy red \6,825

POCO A POCO
Bra with organdy style jeweled skulls & thong \12,600(IC pearl)

慧网 蝴蝶网 hudie.com

COLORS COLLECTION

蝴蝶网
hudie.com

Biker jacket ¥32,550/ DURAS. Pink T-shirt ¥9,345/ TRASH&LUXURY(SWORD FISH). Black dress ¥5,250/DURAS. Beret ¥3,990/DELYLE. Fur scarf ¥9,345/SWORD FISH. Bag ¥5,775/JSG. Bracelet ¥1,995/ JSG. Tights ¥1,575/EGOIST. Boots ¥9,240/LOVE BOAT.

“Achieve the girly rock style!”

Hottest & Trendy Styles to be Adored!!

LOVABLE COLORS COLLECTION!

トレンドカラーで彩る、109ビビッドニューコレクション

Brush up for the new season with black and pink, red and blue, yellowy green and gray,purple and white, and our multicolored range of items!

Photos:Yasufumi Mimaya(f-me/model) Shinya Nagatome(still) Styling:Aya Kojima(model) Izumi Yumigeta(still)
Hair&Make-up:Naoyuki Akama Model:Lena

vimee.net

蝴蝶网
hu[illegible]e.com

Twisty
Studded shoulder bag¥7,980

PLAZA
(Junk Food)/
Design T-shirt
¥4,095

DAYS OF FREEDOM
Black tailored jacket ¥13,440

STANZAIN
Pink glitter hair band ¥840

SPIGA
Camisole-dress with lace¥4,725

SARAH ZODIAQUE
Pink satin hair band ¥1,050

min plume
Black leather biker jacket ¥13,440

XO XO
Black laced gathered skirt ¥5,985

2 extremely popular colors!

BLACK & PINK

tutuHA
Black faux-leather short pants ¥4,725

TAKARAYA
Black distressed pants ¥3,990

When you think of this year' s big trendy color, you think "black"
Our way of being a girly rocker is by mixing pink into our fashion

Pinky Girls
Pink long coat ¥10,290

R&E
Black belted boots¥8,295

agent GOLD 81
Black spangled knit sweater ¥8,190

L.D.S.
Pink and black plaid skirt ¥6,090

GALSVILLE
Pink plaid dress ¥13,545

Sneep Dip
Black studded beret ¥1,995

FLAG-J
Black belted boots¥14,490

OJITA
Pink wool layered skirt ¥6,195

慧美网
vimee.net

蝴蝶网
hudie.com

“a cute modern girl
in tri-color”

Poncho ¥7,245&T-shirt
¥4,095/Spiral Girl.
Polka-dot shorts ¥5,145/
MITSUMARU SHINE BE MODEL.
Beret ¥3,150/Anthony'
s/Sunglasses ¥1,050/Ober
Tasche/Pumps ¥11,340/DURAS.

慧美网
vimee.net

Twisty
Blue studded belt¥2,500

ROJITA
Red rose elastic belt ¥3,045

R&E
Blue patent leather pumps ¥6,195

Doll Kiss
Red tulle shorts with ribbons ¥1,995

Grandedge
Red lip necklace ¥3,150

UZZ PUNKY
ed coat ith badge 16,590

Charmant
Red pumps ¥6,930

GALET'S
Red quilted bag¥4,095

The opposite color of hot & cool is smart!

RED & BLUE

TRALALA
Red plaid ¥4,095

The colors of the flags of the U.S., Britain, France etc ... match this seasons rock style trends!

Sneep Dip
Blue studded scarf ¥2,625

A'csent Gem
Blue jumper ¥7,245

SpRay
Red T-shirt with skull ¥2,415

LOVE BOAT
Red plaid shirt ¥6,825

v♥c
ed paisley kirt ¥5,145

Nail Craft
Red glitter ♥ strap ¥2,415

Jel'emets solo
Red studded gloves ¥7,875

GLAM
JANE(me Jane)
Red fur stole 4,650

慧美网 蝴蝶网 hudie.com

蝴蝶网
hudie.com

“Try contrasting with 80’s rock style!”

Knit sweater ¥6,825/Spiral Girl. Shors ¥6,825/Spiral Girl. Star print Bra worn inside ¥1,050/Ravijour. Sunglasses ¥2,520/JSG. Boots ¥10,290/ SWORD FISH.

慧宝网
vimee.net

ameron
acy
reen
ppard print
hirt ¥3,990

SONGEUR
d.i.a
Yellow mesh
T-shirt¥5,145

NAVANA
Gray motorcycle
jacket with hood
¥13,440

DazzliN'
Gray spencer
¥11,340

MITSUMARU
Allamanda
Gray fur vest
¥5,985

L.CHANCE
Yellow
sunglasses
¥999

SARAH
ZODIAQUE
Yellow stars
earrings ¥1,050

lana
ellow leather
arrings ¥525

Sporty, energetic colors!

YELLOW & GRAY & GREEN

Yellowy Green is the must-have item this year.
It' s the best fit for sporty and chic ' gray'

PLAZA
Green knit
cap ¥2,940

GALET'S
Patent leather
bag¥5,565

A'csent
Gem
Yellow
ur stole
¥12,600

CHIARA
Each vivid green
chou-chou¥840

ALBUM
Gray
sweatshirt
dress ¥3,808

ROJITA
Yellow
pleated
skirt ¥6,825

LOVE BOAT
Bright yellow
knit sweater
¥8,190

MITSUMARU
HEAVEN and
EARTH
Greydesign
t-shirt ¥6,195

BLUE MOON
BLUE
Gray denim
overalls ¥3,808

REZOY
Gray belted
boots ¥12,390

MITSUMARU
Laughin'
Green shorts
¥2,415

慧美网
vimeet.net
蝴蝶网
hudie.com

蝴蝶网
hudie.com

“The royal color for sophisticated looks”

White shirt ¥6,090/BACKS.
Vest ¥6,195,Short pants
¥7,140& Hat ¥6,090/DURAS.
Tights ¥630/POCO A POCO

V慧美网
vimee.net

ARAH ODIAQUE
hite fur ring
40

ALSVILLE
earl
ecklace¥3,675

Ober Tashe
White leather shoulder bag ¥4,725

Twisty
Purple metallic belt ¥2,990

CHIARA
Purple glitter pencils both ¥798 each

Voeux
Purple glitter earrings ¥ 3,675

NAVANA
White biker jacket ¥10,290

Beaute Danser
White chiffon and lace blouse ¥4,725

Combine and be cool!

PURPLE & WHITE

Mix pure white and glam purple!
Get the ultimate unisex style!

DazzliN'
Puff sleeve dress¥7,245

BLUE MOON BLUE
Long purple design T-shirt ¥2,625

R&E
Suede frilled pumps¥7,245

REVIVE
Purple tailored jacket(with grey hood) ¥3,045

ROSE FAN FAN
White bag with fur chain ¥4,935

FACEAWARD
White glitter watch ¥33,390

DOLCE ROSA
White fur vest ¥3,465

CameronRacy
White shirtdress ¥8,295

POOLSIDE
Purple suede pumps with fur ¥10,800

Rocky American Market
White satin jeweled dress ¥22,890

imee.net 蝶网 hude.com

JAPANESE "GAL" STYLE

How Do Japanese Talents, Models, and Charismatic Shop Assistants Wear?

蝴蝶网

"私達、これからもずっと
109ラバーズ!!"

From Japanese TV idol Chinatsu Wakatsuki to fashion-loving shop assistants and "marukyu" (the SHIBUYA 109 nickname) lovers... get some ideas from their latest ensembles and instantly become a "marukyu" girl!

Photos:Junji Moroi(Rooster/P.46),Shinya Nagatome(P.47-51)
Hiroshi Kohno(P.47-51) , Styling:Izumi Yumigeta(P.46)
Hair&make-up:Akio Namiki(kurarasystem/P.46)
Text:Yasuko Yasukawa

We ♥ SHIBUYA 109

STYLE 01

Chinatsu Wakatsuki

My work with w♥c is just like a dream because everything I love is put into the clothing.

The concept for the Autumn/Winter 2009 line is "Virgin & Bitch". w♥c has lots of products like cub character goods, bright and vibrantly colored items, and also things in conservative basic black. Personally, I like something more fun, but I though that soon I' ll be 25 and I reconsiered that I should also include something a bit more mature, too. The key for styling today is the fur jacket. Keeping a bulky silhouette, I made the inner layers thinner. You can layer the clothes with a jacket and wear it like a cardigan. I hope you love it!

Profile

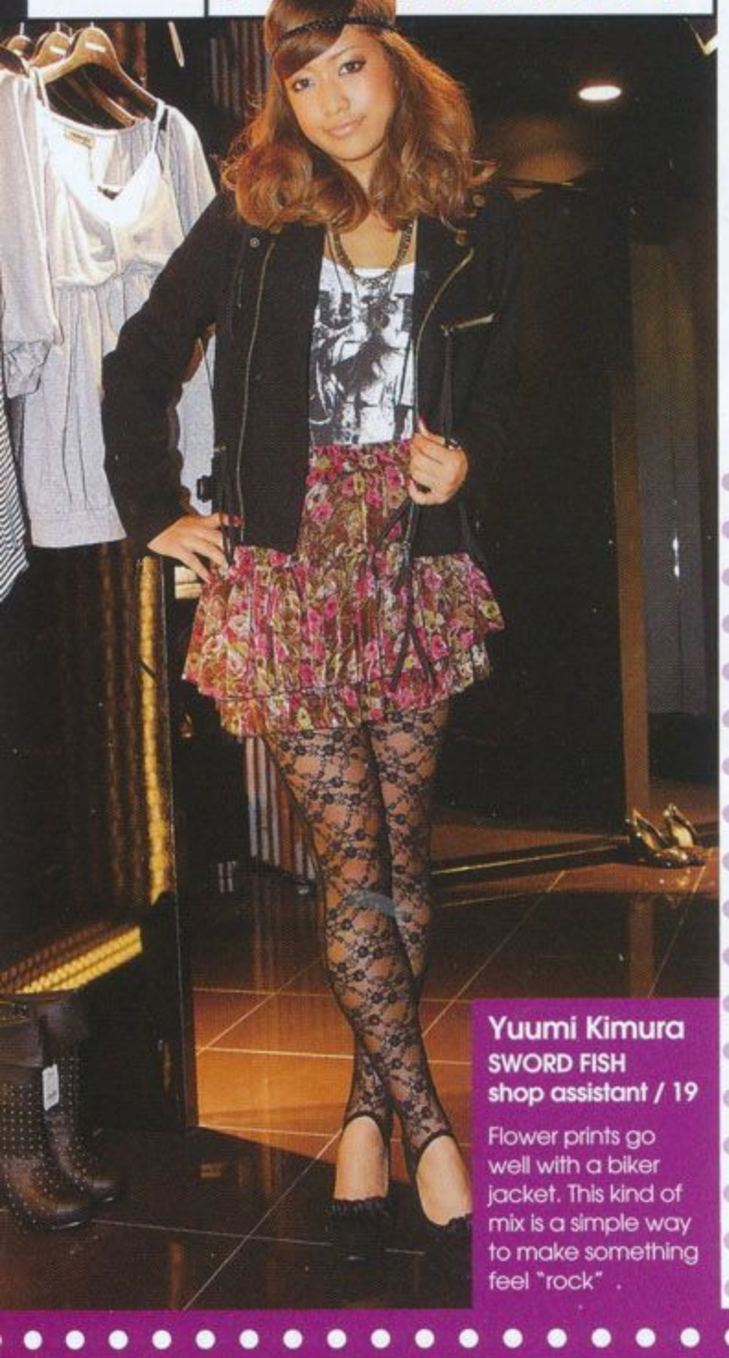
Chinatsu Wakatsuki. Born May28, 1984. While starring as TV star in variety shows, she also produces and designs the apparel brand w♥c. The shop just opened on the 8th floor of SHIBUYA 109.

Fur coat ¥13,440,
blouse ¥4,095,
denim shorts ¥7,245,
fringed knee-high boots ¥10,290, all w♥c.
Hair accessory ¥2,100,
cross necklace ¥1,890,
both L.CHANCE.
Studded belt ¥4,095,
MITSUMARU Laughin'.
Gold necklace, her own.

慧美网

STYLE 02

Rock style that mixes sweetness with Cool



Yuumi Kimura
SWORD FISH
shop assistant / 19

Flower prints go well with a biker jacket. This kind of mix is a simple way to make something feel "rock" .

STYLE 03

The big knit is a leading part

Kumi Kayama
RODEO CROWNS,
shop assistant / 24

A chunky cardigan is key for this look. I like a smart casual look with simple layers and denim.

STYLE 04

Add a scarf!

Mao Takahashi
part-timer / 20

A scarf or wrap can make a simple cool and casual look go to the next level. Try SLY's outerwear for a beautiful line!

STYLE 05

The theme is Rock girl in the 80's

Kie Takenami
one spo,
shop assistant / 18

Rider's jacket is a bit hard, so I add some sweetness with heart printed t-shirt and tutu.

Kazumi Hisayasu
one spo,
shop assistant / 20

Napoleonic-era details are cutting-edge for the season. Culotte coordinates make it look sporty.

STYLE 06

In love with tights! Spice the style up

Keiko Iketaka
Jel'emets solo,
shop assistant / 28

I get my 80's style with an oversized jacket and a tight shirt.

Saki Nagao
Miel Crishunant,
shop assistant / 21

I wrapped the plaid shirt around the bottom to give a different sort of rock feel.

Yui Furukawa
DazzliN',
shop assistant / 21

I recommend that velour dress because it gives your style more classic. Flower prints tights can make it more girlish.

蝴蝶网 hudie.com
vimee.net

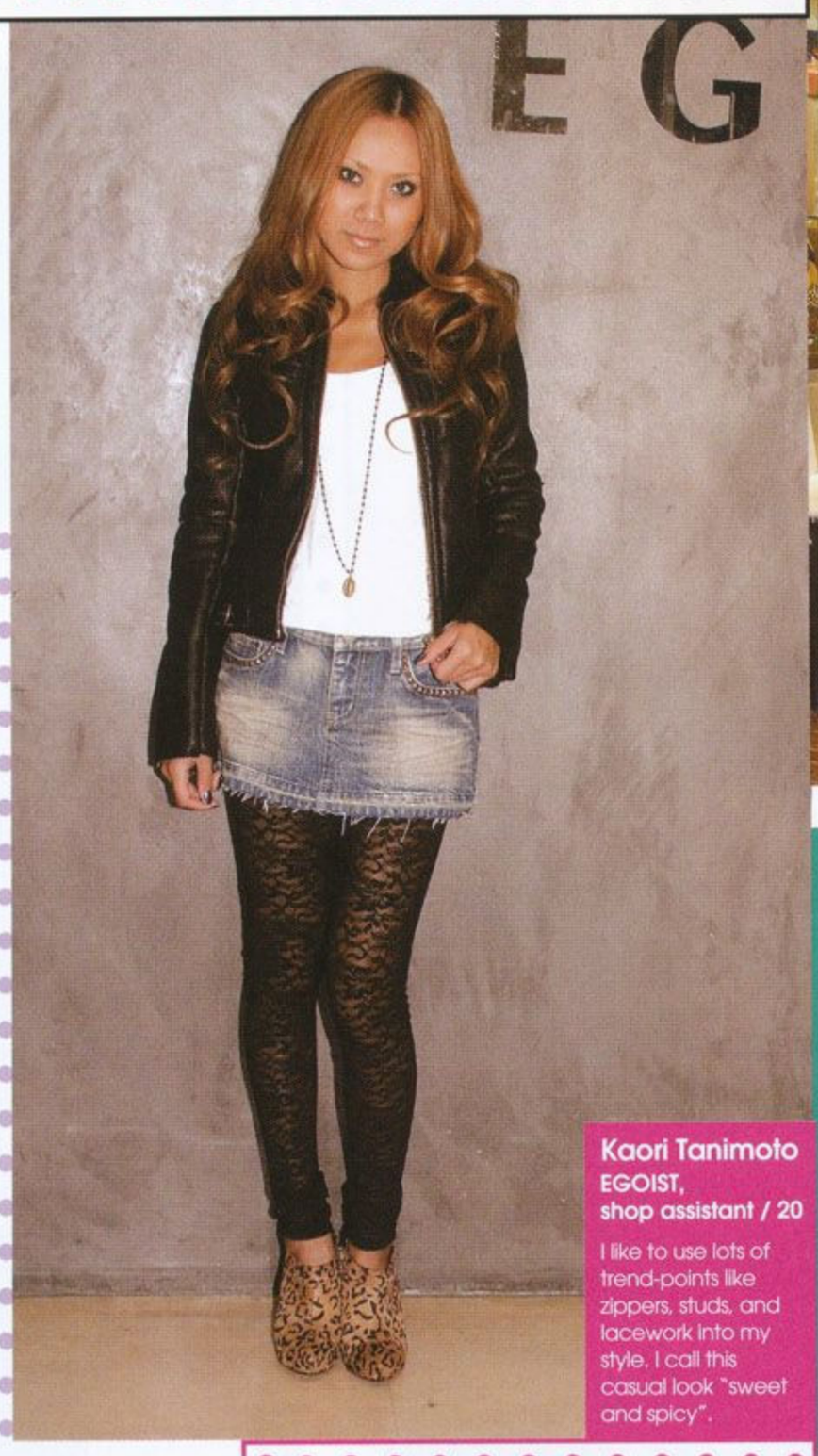
蝴蝶网 e.com

STYLE 07

A biker jacket is a must-have!

Megumi Muto
me jane,
shop assistant / 23

The essence of the feminine look is a retro-chic polka-dot skirt! I guess it goes really well with a leather jacket.



Kaori Tanimoto
EGOIST,
shop assistant / 20

I like to use lots of trend-points like zippers, studs, and lacework into my style. I call this casual look "sweet and spicy".

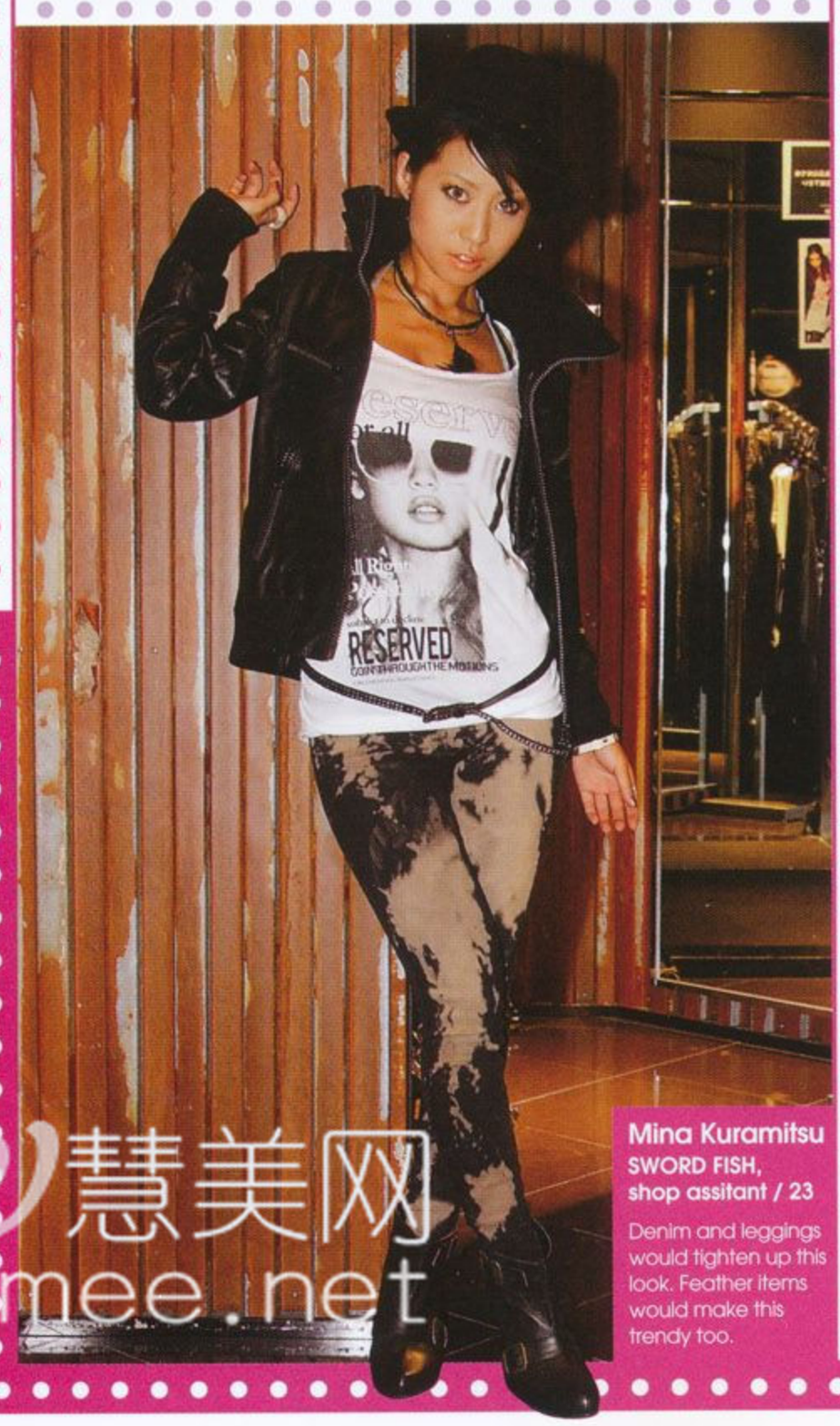
Yuuka Koyama
POOL SIDE,
shop assistant / 23

Black with acid colors makes my style really 80's sexy and cool. I add some luxury with a belt.

Tomoko Suzuki
one way,
shop assistant

The biker jacket and plaid shirt are the basics of rock style. Don't forget the beret and lace tights for a feminine look.

Nice Combo!



Mina Kuramitsu
SWORD FISH,
shop assitant / 23

Denim and leggings would tighten up this look. Feather items would make this trendy too.

Yukina Iwami
Student / 16

I am so into black right now. ESPERANZA's retro pumps add to it.

Asuka Funaki
moussy,
shop assistant / 26

It's a cool, casual look in black. A masculine white book sharpens the style up a bit.

慧美网 mee.net

STYLE 08

Instant cool with black overalls!

STYLE 09 Vests are a must for Autumn!

Hikaru Seto
Student / 19
I am in love with the retro casual look right now. I especially like bottoms from Spiral Girl and shirts from LOVE BOAT!

STYLE 10 Everyone likes an American tomboy!

Danica Kobari
COCOLULU, shop assistant / 18
A down jacket takes this look one-step ahead. I wanted to make it cute, so I balanced it out with bottoms in pink.

Yuka Sato
COCOLULU, shop assistant / 19
The cardigan is in a sort-of neutral shade, so the showy items stand out!

STYLE 11 Use leopard print in different ways!

Hikaru Shida
JSG, shop assistant / 21
I put together a leopard miniskirt and a casual biker jacket. I think this look really represents the girly-rock style of JSG.

Yumi Nishioka
JSG, shop assistant / 19
Adult-rock is the theme of this style. I mixed different types of zebra print so that the style looks more mature.

Misa Sugasawa
Student / 16
I wanted to be the cutest ever by using lacework and pink stuff. I mixed together sweet and spicy items, like this cap.

Ayaka Suzuki
one way, shop assistant / 22
The gray jacket is a bit more graceful than black. A hat would be a cool addition.

STYLE 12 White items improves the femininity

Setsuka Kurosaki
student Age 19
Bohemian look with fur vest. Head accessory can be trendy instantly.

Yukina Yoshida
LIZ LISA, shop assistant / 19
Ribbons, lacework, and coats with fur...this styling is cute and elegant!

Mai Okada
LIP SERVICE, shop assistant / 20
Knits combines with pink pumps are a lovely combination when out on a date!

慧美网 www.hmei.net 蝴蝶网 hudie.com

STYLE 13

Become glamorous with a retro-dress!

Nahoko Narisawa
SLY, shop assistant / 24

Gold is the perfect accent for a 60's style dress. It really makes a retro style gorgeous!

Reina Kurihara
Student / 19

The overalls from DAYS OF FREEDOM rock my world. I love them!

STYLE 14

Vests with shorts is the way to go!

LAYERED IS WONDERFUL!

Saori Arai
DazzliN', shop assistant / 23

I like this lace blouse because it looks vintage. A fur vest adds some bohemian essence.

Machik
MITSUMA BE MODE shop ass

I definitely recomme vintage-lo I put a ve make it a girly-bohe

Erika Sato
DURAS, shop assistant / 23

Denim and leggings look more casual with a body conscious dress. I cinched the waist with a belt so that it elongates the legs.

Misako Yamamoto
DURAS, shop assistant / 22

Suede knee-length boots are perfect for accentuating the legs. The plaid coat makes the look a bit more boyish.

Mayumi Nakamura
BRATZ model / 21

I think outerwear from GILFY makes the look really stylish. I also like to add rustic boots to make it even cooler.

STYLE 15

Pay attention to plaid!

nudie.com

STYLE 16

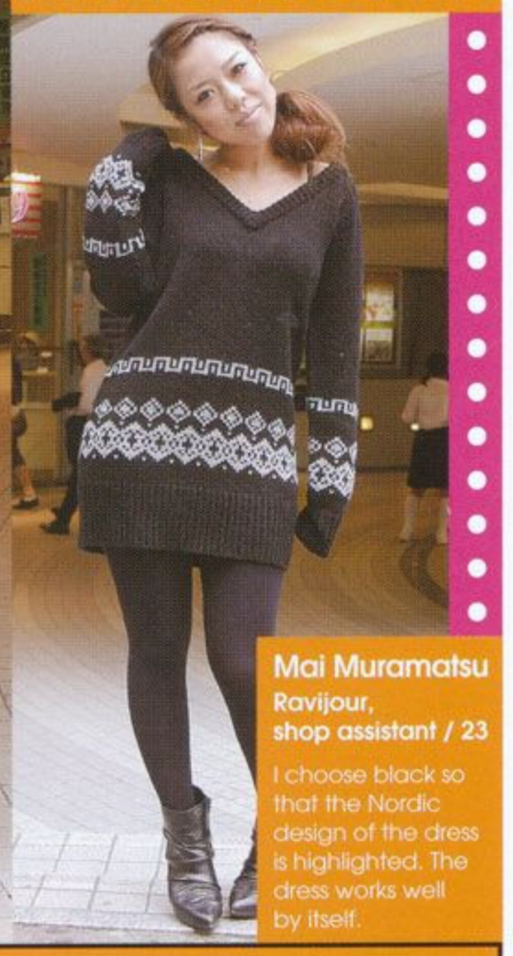
In love with oversized jackets!

Momoe Miyamoto
Sprial Girl, shop assistant / 21
I don't want my look to get too hard with the leather jacket, so I sweeten it up with something like this skirt.

Sayaka Abiko
Sprial Girl, shop assistant / 26
I layered denim and a tailored jacket. A pearl necklace would make this look more feminine.

Reina Ogata
Student / 18
I feel like fall needs a quiet style. A long tailored jacket from MITUSMARU makes the look a little masculine.

Arisa Nakamura
Ravijour, shop assistant / 20
The main item is a multi-color knit. I wear a shirt dress to polish the look.



Mai Muramatsu
Ravijour, shop assistant / 23
I choose black so that the Nordic design of the dress is highlighted. The dress works well by itself.

STYLE 17

Instant style with a beret

Harei Arakawa
MITSUMARU SHINE BE MODE, shop assistant / 23
It's retro to the max with a denim redingote. It works for autumn.

Hitomi Muraoka
rienda, shop assistant / 27
I feel that the look for fall is body conscious. I can't imagine it without a belt!

Moe Kato
Student / 19
I like a cool kind of chic but I never forget my lamé leggings. The beret goes well with anything!

STYLE 18

Big prints are in on dresses!

Erika Muro
LIP SERVICE, shop assistant / 21
I love this dress printed with dollar bills! I added the biker jacket to make it more mature.

GOOD LOOKING DRESS!!

慧美网 蝴蝶 hudie.com

蝴蝶网
hudie.com

慧美网
vimee.net

http://wakatsuki-chinatsu-wc.jp

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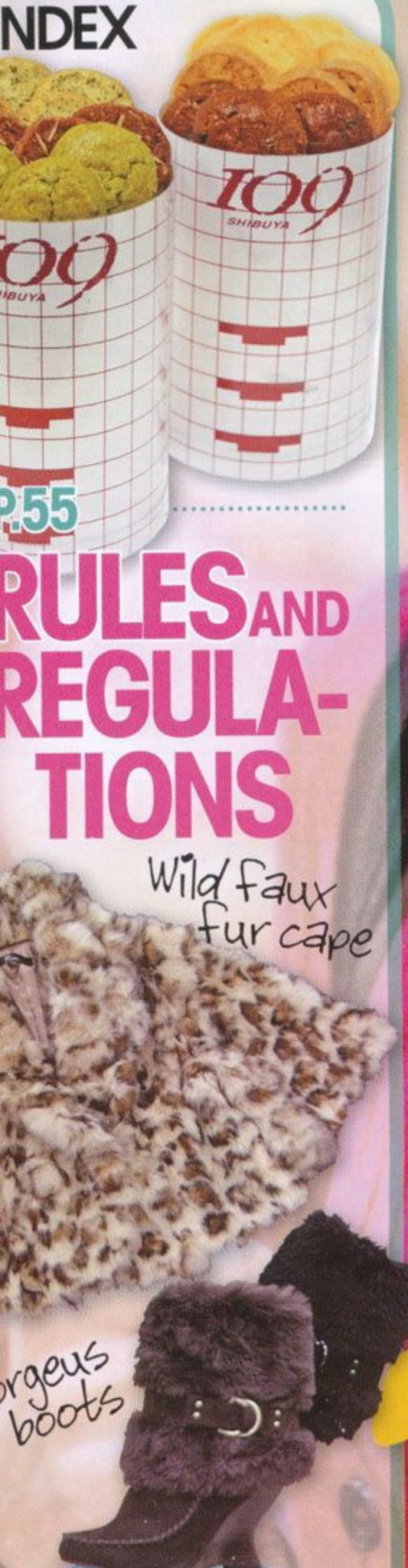
TIPS for Easy Shopping

INDEX



P.55
RULES AND REGULATIONS

P.73
NEW OPEN!
HOTTEST 6 SHOPS

P.54
Trilingual Basic Conversations

P.56
SHIBUYA 109 Shop Guide

Get Ready for Winter!!

Don't know Japanese? Want to try to communicate while shopping? Worry no more! We've got basic shopping phrases, conversation, and shopping tips. It's almost as easy as point and shop!

慧美网 www.vimeei.net

Basic Phrases

This chart will make shopping easy.
Just pick your questions and point them out to the shop assistants!

Q. Do you have any other colors?
有没有别的颜色?
他の色はありますか?

A. We also have these colors.
我们有这些颜色.
こういう色があります。

Sorry, this only comes in one color.
不好意思，我们只有这个颜色.
すみません、この色だけです。

Q. Do you have a larger size?
有没有大一号的?
大きいサイズはありますか?

Do you have a smaller size?
有没有小一号的?
小さいサイズはありますか?

A. It's only one-size-fits-all.
我们只有这一号.
ワンサイズ(フリーサイズ)だけです。

Just a moment while I go check for you.
请稍等，我确认一下.
少々お待ち下さい、お探ししてまいります。

Sorry, I'm afraid we don't have it.
不好意思，我们没有.
すみません、ありません。

Q. I am looking for _____.
我在找_____.
_____を探しています。

A. We have it.
是，有.
はい、ございます。

Sorry, I'm afraid we don't have it.
对不起，没有.
すみません、ありません。

Q. Can I try this on?
可以试穿吗?
試着出来ますか?

A. Sure.
可以，请到这边.
はい、できます。

No, I'm afraid you can't try it on.
不好意思，这个不能试穿.
すみません、そちらの方はご試着出来ません。

Q. Can I get this gift-wrapped?
能不能帮我包装?
プレゼント用に包装してもらえますか?

A. Sure.
可以，请到这边.
はい、できます。

Useful Phrases

You might need these phrases while shopping.

Can I see this one please?
让我看一下这个.
これを見せて下さい。

Do you know where I could exchange my money?
哪里能换钱?
両替の出来る場所はどこですか?

How much is this?
这个是多少钱?
これはいくらですか?

I feel sick. / I'm not feeling well.
我感觉不舒服.
気分が悪いです。

I'll take this.
我要买这个.
これを下さい。

I lost my _____.
我失去了_____.
_____を無くしました。

Do you take credit cards.
能不能用信用卡?
クレジットカードは使えますか?

I've left something behind.
我忘记东西了.
忘れ物をしました。

I'd like to go to _____.
我想去_____.
_____に行きたいのですが。

How do I use this? / Please show me how to use this.
告诉我怎么用这个.
使い方を教えて下さい。

Idioms

Learn a little Japanese to make your shopping more fun

_____please.
_____を下さい(_____wo・kudasai)。

What ➡ 何 (nani)
When ➡ どこ(doko)
Who ➡ 誰 (dare)
How ➡ どうやって(dou yatte)
Which ➡ どの(dono)

Glossary

Some basic words to help you get around the city.

- restroom トイレ
- ticket counter 切符売場
- bus stop バス乗り場
- coin locker コインロッカー
- hotel ホテル
- taxi rank タクシー乗り場
- police box 交番
- bank 銀行
- JR station JR駅
- public telephone 公衆電話
- subway station 地下鉄駅
- tourist information center 観光案内所

慧美网 www.net 蝴蝶网

Color

e's our chart to the rescue!

Size

nust know for shopping in Japan!

IES

	S		M		L	
JAPAN	5	7	9	11	13	15
U.S.A	2	4	6	8	10	12
ENGLAND	30	32	34	36	38	40

NS

JAPAN	S		M		L	
S.A./ENGLAND	34	36	38	40	42	44

Japanese Currency

No hassles at the register!

1 YEN

5 YEN

10 YEN

50 YEN

100 YEN

500 YEN

1,000 YEN

2,000 YEN

5,000 YEN

10,000 YEN

Credit Cards

SHIBUYA 109 accepts the following credit cards.

- 109 Members Card
- JCB
- NICOS
- TC
- MUFG
- UC
- JACCS
- TOP
- DC
- AMEX
- NISSENREN
- VISA
- UFJ
- Diners

109 Rules and Regulations

1. Smoking is only permitted in smoking areas.

109は指定された場所以外禁煙です。

2. Photography is not permitted.

109内は撮影禁止です。

3. Only Japanese yen is accepted.

109では日本円しか使えません。

4. Duty-free service is not available.

109では免税サービスは取扱いません。

5. Bargaining is not permitted.

109では値引きは出来ません。

6. Tops cannot be tried on.

かぶり物の試着は出来ません。

The Innermost 6 Secrets

1. When taking the escalator, keep in mind that in Tokyo the left side is for standing and the right is for walking up. In Osaka, it's the opposite, with the right side for standing.

2. It's considered bad manners to carry drinks while browsing the shops.

3. Opening products before purchase is not allowed. Ask the shop assistant for a sample.

4. Tips are not given or accepted in Japan. It's accepted that shop assistants will always give the best service possible.

5. "Free-size" is Japanese-English for "one-size-fits-all".

6. You will be asked to wear a face cover over your head when trying on clothes. This will keep them clean and free from damage by cosmetics you may be wearing.

vimeo.com/蝴蝶网 hudie.com

蝴蝶网
huaie.com

SHIBUYA 109 SHOP GUIDE

Did you know there are 125 shops at SHIBUYA 109?
Explore this shopping wonderland and get to know the centre of GAL trends!

Have Fun Shopping!

唯美网
vimee.net

B2 FLOOR

Looking for trends? Find them here where the stars go too!

最新トレンドを凝縮! セレブが通うセレクトショップ

Anthony's

www.anthonys.co.jp 03-3477-5195 info@anthonys.co.jp

BRANDS
CHANEL, MIUMIU, MARC JACOBS, PUCCI, KITSON, Dirtee Hollywood, Jessica Kagan, EMU, MOU, etc.

ITEMS

Carrying international brands from LA and Europe. Lovers of imported apparel will love this shop since it's their specialty. Also carries an original brand of dog accessories and items.

LAからヨーロッパまで旬のブランドが勢揃い。インポートの服は1点ものが多いので要チェック!! オリジナル のドッグブランドは、あのモデルさんもオキニ。

Owner's Voice
Kinoshita

Visit this shop and find something unique.
他の人と差をつけたいならぜひ当店へ! 笑顔でお待ちしています♥

Great design, goregous watches... find your celebrity toy watch!

セレブ・トイウォッチといえば

FACEAWARD

www.faceaward.jp 03-3400-5577 info@faceaward.jp

BRANDS
FACEAWARD

ITEMS

Though clothes can be changed, why not change watches too? Celebrities love the toy watches, with high design and affordable prices.

ファッション同様、時計もTPOに合わせてチェンジ……そんな発想から生まれたセレブ感覚のトイウォッチ。ハイセンスでゴージャス! しかも価格はリーズナブルです。

Owner's Voice
Tomomi Masuzawa

Find charming items including mix-and-match watch bands.
ベルト替えができ、好みにアレンジ可能。腕元にインパクトを。

Elegant clothes and lingerie.

品ある遊び着とグラマラスなランジェリーを探すなら

Laguna Moon

www.lagunamoon.net 03-5447-6539 N/A

BRANDS
Laguna Moon

ITEMS

Celebrating the 3rd anniversary this season. Recommended items include lingerie, dresses, and signature pumps and boots.

今シーズンで3周年を迎えるラグナムーン。定評のあるランジェリーから繊細なディテールのワンピースや、オリジナルのパンプスやブーツまで豊富に取り揃えています。

Owner's Voice
Maki Ashikawa

Tons of items you'll love, including model-favorite lingerie.
人気モデルさんたちにも多く支持されています。

109's go-to silver accessory shop! Try a multi-layered look!

メインはシルバー。アクセサリーの重ね付けを楽しんで!

LEMONTREE

www.lemontree.co.jp/ 03-3477-5011 N/A

BRANDS
LEMONTREE

ITEMS

A selection of silver accessories for ladies, men, and couples. Also carries a range of Indian jewelry. Get lovely coordinated jewelry made just for romantic lovers.

シルバーアクセサリーのレディス、メンズ、ペア、インディアン・ジュエリーなどを取り揃えています。アクセサリーで愛を形にしてみませんか?

Owner's Voice
Mayumi Shigeno

Rings and silver items made to fit and ready the same day of order.
リングやプレートは即日お渡しで刻印無料です。

Cool and sexy are the passwords to style!

コンセプトは、COOL & SEXY

LIP SERVICE

lipservice.jp 03-3477-5168 nfo@credge.co.jp

BRANDS
LIPSERVICE

ITEMS

Bringing a gorgeous high-street style for grown-up ladies who want an alluring and edgy touch of sexy and cool.

艶っぽさとエッジの効いたかっこいい大人の女性たちへ、ゴージャスなハイストリートスタイルを提案しています。

Owner's Voice
Yukie Yamazaki

Always ready to help style a cool, edgy look!
かっこいいスタイリングなら私たちにお手伝いさせてください。

For refined ladies who want a smart style.

大人の洗練された女性を演出します

NAVANA

N/A 03-3477-5182 navana@live.jp

BRANDS
NAVANA

ITEMS

Simple tops make it easy to have fun with color coordinating. There's something for every budget!

ベーシックなTOPSを中心に、色のコーディネイトが楽しめる、リーズナブルなプライスで提案します。

Owner's Voice
Azusa Sakuma

Bring your style and addrie it!
みなさまのお洒落にたてるようスタッフ一同お待ちしております。

Feeling like being in another world?

ほら、世界まで変わった気分

NAVANA WIG

www.navana-web.com 03-3477-5022 hi-net@navana-web.com

BRANDS
NAVANA WIG Li'll

ITEMS

Find a large range of wigs from full-head, fringe, and napes. These original wigs are heat-resistant, so the can be styled with heat tools to get the perfect style!

フルウィッグ・前髪ウィッグ・えりあしウィッグなど豊富な品揃えのヘアウィッグ専門店です。当店オリジナルの耐熱毛は熱に強く、ドライヤーやコテの使用も可能。

Owner's Voice
Mariko Tamura

Try the NAVANA WIG style and experience different look.
NAVANA WIGで大変身!! いつもと違う私を楽しんじゃいましょう。

Offering everything new and surprising in the world!

世界中の新しい、驚きの商品をお届け!

PLAZA

www.plazastyle.com 03-3477-5001 N/A

BRANDS
Various brands

ITEMS

Enjoy a relaxing time with various imported items and snacks, character goods, clothing and more. Check out the large selection of cosmetics!

当店はPLAZAでも特にコスメが充実しています☆ きっと毎日の生活がアガる、ワクワク・ドキドキなアイテムが見つかるハズ!

Owner's Voice
Azusa Kotajima

The Halloween Fair is on, so visit this shop for cosmetics!
コスメならここ! ただ今ハロウィーンフェア開催中!

蝴蝶网 tee.net

Enjoy a luxury space and the signature colors of black and silver!

ラグジュアリーな大人の空間へようこそ

rienda

N/A 03-6730-9191 N/A

rienda

BRANDS
rienda,
rienda suelta.

ITEMS

Targeting women who want to keep up a sense of timeless style while still being themselves. Check out the funky accessories.

いくつになっても自分でありたい、エイジレスでアイデンティティを失わないすべての女性のためのブランド。時間にとらわれず、常に女であることを忘れない。

Owner's Voice
Hitomi Muraoka

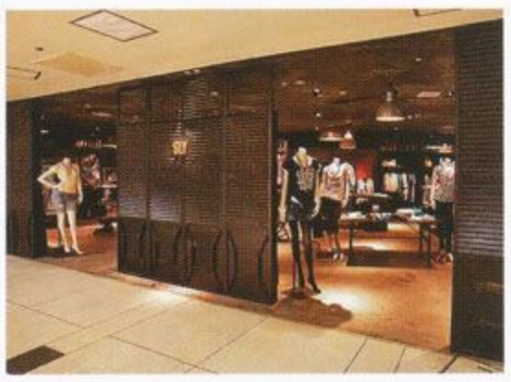
Newly renovated and reopened in September, it's now more spacious for your shopping enjoyment!
9月にリニューアル！ さらにお買い物しやすい空間に。

Check out the original print t-shirts!

シルエットの美しさとカラーの組み合わせ

SLY

www.sly.jp 03-6730-9090 info@sly.jp



BRANDS
SLY, GOVIL

ITEMS

SLY helps style ageless, timeless, glamorous women. Customers around the world love the versatile style.

外国人のお客様も多くいらっしゃいます。アイテムの種類も数多く取り扱っているのでさまざまなシチュエーションに対応できる品揃えです。

Owner's Voice
Saki Inoue

Bringing out a 60's retro style with a hint of circus drama.
今季は60'sの女性サーカス団をイメージしたレトロスタイルを提案。

The concepts are... COOL, SEXY, and SPICY!!

"COOL" "SEXY" "SPICY"がコンセプト

Spiral Girl

www.spiralgirl.jp 03-5489-0407 N/A

BRANDS
Spiral Girl

ITEMS

Cool, sexy and spicy are the keywords here. Make contrasts to up your style and femininity.

テイストの異なるアイテムをあえてミックスすることで、洗練されたコーディネートと提案。スタイリッシュな女性らしさを引き立たせます。

Owner's Voice
Sayaka Abiko

Items from this shop add to a cool casual style while keeping it feminine. Lots of recommended items!
COOLカジュアルな中にも女らしさがあるアイテムがいっぱい!!

Always sexy and sometimes cute!

時にSEXY、時にCUTEに……

swanky

www.swanky-swanky.jp 03-3477-5158 N/A

BRANDS
swanky

ITEMS

Womanly vintage-tinged clothes with a relaxed, healthy Amercan casual styling and muted colors.

ヴィンテージライクなアイテムを、女らしく着こなす。リラックスしたサイズ感と、落ち着いたカラーリングでヘルシーなアメカジを提案します。

Owner's Voice
Haruka Tokuyama

Take a look at all the checked and remade items.
チェック柄やリメイクアイテムを豊富に取り揃えています。

Feel kawaii in a happy world!

胸が高鳴る"カワイイ"を追求したHAPPYな世界

ValenTine's High

www.valentine-h.jp 03-3461-4441 N/A

BRANDS
ValenTine's High

ITEMS

If you like kawaii Japanese stuff and dream of true love, then this store is for you. It carries colorful, pop items that are full of sweetness.

"カワイイ"が好きで、夢や恋にいつでもポジティブな女の子に向けた、POPでカラフルな遊び心いっぱいのスウィートアイテムを提案しています♥

Owner's Voice
Haruka Suzuki

ValenTine's High is for girls who like kawaii. Check it out!
女の子の"カワイイ"を追及したアイテム満載のブランドです。

B1 FLOOR

Natural and healthy... Love the ocean!

ナチュラル、ヘルシー志向の人へ

BLUE MOON BLUE

www.b-m-b.com 03-3866-4242 info@b-m-b.com

BRANDS
BLUE MOON BLUE

ITEMS

This season's BMB concept is a mix of American casual with bright pop colors. Recommended items are boyfriend jeans with suspenders.

BMBの秋冬コンセプトはポップなカラー使いのアメカジMIX。おすすめの新作はサスペンダー付きボーイズデニムパンツ!

Owner's Voice
Soyoko Kuriyama

Bring yourself and your smile to the store!
元気で明るいスタッフがお待ちします。

Cute and affordable shoes that catch on to the trend.

トレンドが一目で丸分かり。安くてカワイイシューズ♪

ESPERANZA

www.esp-shoe.com 03-3477-5078 information@esp-shoe.com

BRANDS
ESPERANZA,
imported brands

ITEMS

ESPERANZA is a shoe-making entertainment brand providing reasonably priced original designs and accessories for shoes. Mix and match styles!

どこよりもカラフルで楽しい靴創りを目指すエンターテインメント創造ブランド。素材やパーツも、エスペランサグループで提案しています。

Owner's Voice
Anno Koshido

Colorful, cute shoes guaranteed at ESPARANZA!
カラフルで楽しカワイイ靴が揃ってます♥

Visit for cool, extravagant accesories!

派手かっこいい流行りのアクセを買うなら

Grandedge

N/A 03-3477-5081 N/A

BRANDS
Grandedge

ITEMS

In this season the theme is Rock Girl and Bohemian Chic. For rock style, get chains or studded accessories. For a girly look, wear knits and feathers as a bohemian style.

今期のテーマはロックガール&ボヘミアンシックです。黒がテーマのロックは、チェーンやスタッズのアクセが◎。ガーリー派はニットや羽でボヘミアンスタイルに。

Owner's Voice
Chiho Nakao

Trend accessoris just in; come check it out!
流行を意識したアクセサリーが続々と入荷。

ICONS····· WEAR SHOES BAG ACCESSORIES RESTAURANT Other OTHERS

Brilliant products for cool and unique girls.

COOLでカッコイイ個性を求める女の子へ

JENEVI

www.jenevi.jp 03-3477-5024 jenevi@topgear-tokyo.co.jp

BRANDS
JENEVI

ITEMS

80's rock is the theme here. A selection full of glittery items and covered in studs and spangles. These trendy items are affordably priced so styles can be mixed together!

旬なアイテムがリーズナブルな値段でそろっちゃいます。今季のテーマは80's ロック!! スパンコールやスタッズなどがついたアイテムがいっぱいです。

Owner's Voice
Yumi Iseya

Girls of all ages love JENEVI!
幅広い年齢層の方にご利用いただいています。

Believe in Girl's power. You can be more attractive!!

GIRLS POWERが炸裂するお店

LOVE BOAT

www.love-boat.jp 03-3477-5048 N/A

BRANDS
LOVE BOAT

ITEMS

This brand is for independent, powerful girls who love making their own style. Find all the latest trends!

トレンドをふまえた旬なアイテムを取りそろえ、幅広く自由なコーディネートを提案。自分のスタイルは自分で造り出す、自立したパワフルな女性のためのブランド。

Owner's Voice
Kirihataya

You will be surprised by varieties of designed products!!
自分らしいスタイルが必ず見つかるShopです!

Get a casually feminine look!

カジュアル&フェミニンなスタイルがお得意

me jane

www.mejane.co.jp 03-3477-5030 N/A

BRANDS
me jane,
GLAMOROUS JANE,
thalia by
GLAMOROUS JANE

ITEMS

Find sexy, cute items from GLAMOROUS JANE and thalia are the "me jane" style : tough but feminine. Take a step into our girl's closet!

me janeのカジュアルスタイルとGLAMOROUS JANEやthaliaのセクシーでキュートなアイテムがそろった、クローゼットを表現した世界へどうぞ。

Owner's Voice
Yoshimi Kaneko

Lots of cute and sexy products to make anyone satisfied!
女の子の欲しいがたくさんつまったお店です。

For your smile, for your satisfaction

女の子の笑顔と満足のために♥

MIHATO

www.mihato.com 03-3461-0055 info@mihato.com

BRANDS
Jerry Girl, VA,C's, SUGAR-SUGAR, ANTELOPE, Pootry, GOSSIP, ANGENUE, Creer, HUMAN

ITEMS

Offering high-quality, low-priced pumps, sandals and boots. Popular with shop assistants and other regular customers who know Shibuya well.

ハイクオリティなパンプス、サンダル、ブーツをローブライスにてご提供しています。渋谷通の女性や渋谷で働く店員さんに常連さんが多いことで有名です。

Owner's Voice
Masaaki Osada

Trends don't have to be expensive! See why here!
トレンド商品をリーズナブルに心がけています。

Good balance worn playfully.... make it your own!

適度なバランスに、はずしを効かせて!

MITSUMARU Laughin'

www.mitsumarugroup.com/pc/shop/lau.html 03-3477-5042 N/A

BRANDS
Laughin'

ITEMS

Be individual be have your own style. Combine cute with casual, sexy with comfortable, and always with laughter!

それぞれのスタイルを印象づける、余裕のあるハズしテクを提案。カジュアルの中にもかわいさを、ゆるいスタイルの中にもセクシーさを持たせます。

Owner's Voice
Yamada

Looking for an original style? Check out "Laughing"!
ラフィンのハズしスタイルを見に来てくださいね。

Useful clothes with a cool and cute design

大人かわいいがコンセプトのリアルクローズ♥

MITSUMARU SHINE BE MODEL

www.mitsumarugroup.com/pc/shop/sh.html 03-3477-5044 N/A

BRANDS
Shine be model

ITEMS

Try a modern-retro style with two themes: vintage flowers, plaids, checks, and lace or sweet knit sweaters and dresses.

どこかレトロでありながら、モダンな要素を取り入れた着こなしを。ヴィンテージ系（花柄・チュニック・レース）と、甘め系（ニット・ワンピ）の2種をご紹介。

Owner's Voice
Aimi Kaneko

For girls who love fashion every day. Stop by!
毎日おしゃれを楽しみたい女の子のお店です。

Feel the essence of roses at R&E!

トレンドをいち早く押さえるシューズショップ

R&E

www.rosessence.jp 03-3477-5016 info@rosessence.jp

BRANDS
R&E
(Original brand)

ITEMS

The shoes are for glamorous and charismatic women. Footwear is a key point for polishing a style, so find that polish here!.

グラマラスでクールな女性へ。足元のおしゃれは、ファッションをつかさどる重要なアイテム。かわいくてかっこいいアイテムをたくさん取りそろえています。

Owner's Voice
Sayaka Saitou

The key is shoes with a good shape. Try in!
形のきれいさにこだわっています。ぜひご来店下さい。

Want to be a cool lady? Get European casual style

大人系ヨーロピアンカジュアル

REZOY

www.rosessence.jp 03-3477-5055 info@rosessence.jp

BRANDS
REZOY
(Original brand)

ITEMS

Comfortable, unique European casual items. One-of-a-kind shoes, too! For girls who want to look different from others...

周りに差がつくヨーロピアン・カジュアルスタイルは、履き心地も考えられています。ありそうでなかった上級オシャレのための靴は持っていて絶対に後悔しません。

Owner's Voice
Takahashi

Lots of great pumps and boots!
大人っぽいパンプス&ブーツが多数! ぜひお立ち寄りを!!

Serving 109 since its opening!

109オープン以来30年の信用と実績

Rocky American Market

N/A 03-3461-2634 N/A

BRANDS
Various products from Japan and the US

ITEMS

The only shop in SHIBUYA 109 offering dresses and costumes for a special event. Perfect for a party, prom, or wedding!

109で唯一、パーティ、プロム、ブライドメイド・ドレスやイベント・コスチューム等を豊富に取りそろえています。

Owner's Voice
Hiromi Horizawa

Get advice about party dresses from the staff!
パーティーや結婚式のお呼ばれ着の相談は、当店へ。

Looking for trends? Find them at this select shop!

小物から洋服まで。トレンドを網羅したセレクトショップ

SHAGADELIC

www.sgdlc.com 03-3477-5025 information@sgdlc.com

BRANDS
SHAGADELIC, EDWIN, LEE, Sweetcamel, Burn Breeze, and ANAP

ITEMS

Original brands, hit denim lines...popular with international shoppers and celebrities! A lot of foreigners come to our store to shop. Many celebrities from overseas visited as well.

海外からのセレブも多数来店されています!! デニムを中心にトレンドをどこよりも早く取り入れ、注目の人気ブランドからオリジナルの商品まで幅広く展開中。

Owner's Voice
Azusa Sato

Check out the carefully selected trend items.
トレンドアイテムをとりそろえ、ご来店お待ちしております!

Want everything sexy and cute? Get it all at an affordable price!

セクシーでカワイイ!をお手頃価格で

Sneep Dip

www.sneepdip.com 03-3477-5026 info@sneepdip.com

BRANDS
Sneep Dip, Tribe, etc.

ITEMS

Don't the small shop deceive you; it's full of cute items like clothes, hats, bags, sunglasses, skirts, belts and more! Come shop where the celebs do!

小さい面積のお店に、かわいい商品がたくさん。洋服だけでなく帽子やベルトなどの小物もあり、かわいい物だけをセレクト。タレントさんもよく来られます。

Owner's Voice
Hikaru Taira

Check out what the staff is wearing.
人気の小物は、私たちスタッフも常に愛用してます。

IN DA CLUB... Be a dancing queen!

クラブで目立ちたい人へ

TAKARAYA

N/A 03-3477-5017 takaraya109@live.jp

BRANDS
PLANETS (original)

ITEMS

Fashion and music are inseparable. This shop is for clubbers who want to dance, with simple items to stuff that creates a sexy, glamorous look!

音楽=ファッションを軸に、クールなダンサーのためのファッションを作り上げます。シンプルなアイテムからセクシーでグラマラスなアイテムで、個性豊かにあなたを演出します。

Owner's Voice
Motonobu Horii

Open and serving customers since the start of 109!
109開業以来の老舗。渋谷ならではのラインナップです。

Get a cute, cool boyish look!

かわいいけどかっこいいBOYSスタイル

VENCE

www.vence.jp 03-3477-5019 N/A

BRANDS
Junk Food, ALPHA

ITEMS

Check out the sexy boyish styles here! There's an Outerwear Fair from October 10 -12. Become a member of the mail service and get 10% off!

セクシーでキュートなボーイッシュスタイルならここへ。10月10～12日は、アウターフェアを実施。メール会員限定(その場で登録可)で、対象アウターが10%オフに!

Owner's Voice
Mizuki Toyama

Check out the down jackets and military coats that are perfect for a boyish style!
ボーイズスタイルにマストなダウンやミリタリーコートが多数入荷!

Cute items, cool styles, happy prices!

CUTE&COOLなアイテムをリーズナブルに

Voeux

N/A 03-3477-5020 marukuni@ma-maison-jp.com

BRANDS
havaianas, Handed By.

ITEMS

From standard items to trendy goods... The No.1 body piercing accessory shop in 109. Find any style, including the popular Swarovski earrings that are a hit with international shoppers!

定番アイテムからトレンドアイテムまで幅広い商品展開。ボディピアスの品揃えはマルキューNo.1! スワロフスキーのボディピアスは海外セレブにも大人気です。

Owner's Voice
Mai Onda

New trend items coming soon...find your favorite earrings!
流行のアイテムが続々入荷。お気に入りのアイテムに出会えるかも!

FLOOR

Nowhere but here! Young casual brands are...

ヤングカジュアルブランドといえば

ALBUM

http://album-fashion.jp/m/ 03-3477-5099 N/A

BRANDS
ALBUM

ITEMS

Based on a casual jeans look, this shop carries everything from basics to trend items. Find the perfect item at reasonable prices!

ジーニングカジュアルをベースに、毎日着まわせるベーシックアイテムからトレンドアイテムまで。今欲しいものをリーズナブル価格で展開中。

Owner's Voice
Kanako Tudu

Visit and check out the Autumn/Winter collections of denim
秋冬のデニムのバリエーションが揃っています!

Find a bit of Japanese culture with a Japanese signature seal.

ハンコとゴム印をお探しなら

Baba Inbou

N/A 03-3461-5309 h-sasaki@bon-mark.com

BRANDS
N/A

ITEMS

This shop sells Japanese signature seals. There is also a mini-gallery of woodblock prints. Come have a look!

印鑑・ゴム印等の製造・販売するお店です。店内にはミニギャラリーとして版画を9点ほど飾ってあります。お気楽にお立ち寄り下さい。

Owner's Voice
Hidekatsu Sasaki

Enjoyment of culture goes beyond language!
眺めるだけでも楽しめます。ぜひお立ち寄りください。

Wear trends in a casual way and find them in the IT girl closet.

トレンドをカジュアルに。オシャレガールのクローゼット★

MITSUMARU Allamanda

www.mitsumarugroup.com/pc/shop/al.html 03-3477-5041 N/A

BRANDS
Allamanda

ITEMS

Find an adult, casual style with a sense of girlish cuteness. Comfortable for everyday, but still original and trendy. Shoes and bags too!

ガーリーでキュートなイメージを感じさせる大人カジュアルスタイルを提案。着心地の良い日常着でありながら、シーズントレンドを程よく取り入れます。

Owner's Voice
Azusa Okada

Find the latest trendy items... get new favorites!
最新トレンドアイテムが多数。お気に入りを見つけて♥

Basic black, a sexy look.

黒が基調の商品が豊富にラインナップ

MITSUMARU HEAVEN and Earth

www.mitsumarugroup.com/pc/shop/he.html 03-3477-5036 info@heavenandearth.jp

BRANDS
HEAVEN and Earth

ITEMS

"Break" is the theme of the season. This style is sharp and simple but also with a sophisticated work flavor. Be original with it.

今シーズンのテーマは"BREAK"。BLACKをベースに、シャープでシンプルの中に、ルーズで洗練されたワークテイストのあるスタイルを目指します。

Owner's Voice
Kanam
Machi

Ask the staff for advice or help!
ご来店の際は、お気楽に声をかけてくださいね。

Cool and sweet girls welcome! Find the perfect look!

誰もが着たい率100%の最強スタイル♥

MITSUMARU Layla Rose

www.mitsumarugroup.com/pc/shop/lr.html 03-3477-5043 N/A

BRANDS
Layla Rose

ITEMS

"Be hot" is the motto here! Find total styling with a mix of trends and basic items. Beautiful silhouettes for reasonable prices.

イイ女でいられることをモットーに、ベーシックアイテムにほどよくトレンドをミックス。シルエットの美しさに定評あり。リーズナブルな価格も嬉しいポイント♥

Owner's Voice
Nanami Chifu

Find Autumn fashion consultants here! Come and visit!
この秋のトレンドスタイルは私達にお任せください!!

Real leather and reasonable shoes...

リアルレザーからプチプライスな靴まで

POOL SIDE

www.poolside.ne.jp 03-3770-5777 ※Please access from the homepage.

BRANDS
POOL SIDE,
P×POOL SIDE

ITEMS

Fine quality, trendy, real leather shoes made in Japan. Offshoot line PxPOOLSIDE covers reasonably priced shoes that are exclusive to the shop.

リアルレザーの靴は、上質な仕上がりとトレンドを押さえたデザインが魅力。プチプライスで展開する"P×POOLSIDE"は、ココでしか手に入らない限定ものも!

Owner's Voice
Kazuki Hara

Thigh high boots and knee high boots are the big hit, but there are also have different types of edgy boots available.
サイハイブーツやニーハイブーツなど、エッジの効いたブーツも。

For sweet girls who wear real clothes casually...

リアルカジュアルなSweet Girlへ

ROYAL PARTY muse

www.royalparty.jp 03-6825-9595 N/A

BRANDS
ROYAL PARTY muse,
ROYAL PARTY

ITEMS

A casual apparel brand for girls who want to stretch their style a bit. Real clothes that are girily but edgy, cute but stylish and wearable.

ちょっと背伸びをした女の子のためのリアルでカジュアルなブランド。ガーリッシュで程よくエッジの効いた、等身大のスタイルを提案します。

Owner's Voice
Maki Harako

It is a brand new brand, so check it out!
Newブランドなので、ぜひチェックしてくださいネ。

Looking for trend bags? They're just near the entrance.

109に入ってすぐ! トレンドのバッグはここへ

Samantha Vega

www.samantha.co.jp 03-3477-5005 N/A

BRANDS
Samantha Vega

ITEMS

Newly opened in September. This store carries 80's trend items such as metallics and sequinned bags. Tote bags are popular items, too. Pick a favorite!

9月にリニューアルオープン。今季のトレンドである80's意識したメタリックカラーやスパンコールの商品から、デイリーに使えるトートまで幅広くそろっています。

Owner's Voice
Miyuki Higashi

Plenty of bags to love! Visit now!
豊富なラインナップで満足できること間違いなしです。

Be strong and independent! Get a sexy, casual look!

強め&媚びないセクシーカジュアル

SONGEUR d.i.a.

N/A 03-3460-7991 N/A

BRANDS
d.i.a.

ITEMS

For sassy, tough, sexy girls. Basic items include denim, and add edge by showing a little skin. Have fun shopping!

TOUGHで男に媚びないSEXYな女性の為のDENIMを中心としたEDGEの効いた肌見せ系カジュアルを提案。

Owner's Voice
Mami Kumagai

Friendly staff makes shopping easy!
フレンドリーな接客で、楽しくショッピングできますよ。

New Fusion! Rock x Glamorous is...

ROCKとグラマラスの新たな融合

CRYX

http://cryx.jp/ 03-3477-5028 office@cryx.jp

BRANDS
CRYX

ITEMS

For cool, glamorous women who want a rock flavor with studs or zippers on basic black. Check out the skull motifs for Autumn!

スタッズやジップなどのROCKテイストで、媚びないグラマラスな女を演出します。カラーはブラックがメイン、モチーフはスカルを多く使用したアイテムがおすすめ。

Owner's Voice
Igarashi

Enjoy shopping with Cryx!
ぜひCRYXに遊びに来てください。ご来店お待ちしています。

Be the sexiest girl on the block!

ストリートなセクシーガール

DOLCE ROSA

www.palemo.co.jp 03-3477-5057 401@palemo.com

BRANDS
DOLCE ROSA

ITEMS

Inspired by American workman style and military looks, find boyish tiems with a cute twist, made for adults who have a feminine sense of pattern and materials.

アメリカのワーク&ミリタリー等のストリートウェアにインスパイア。メンズライクなアイテムから、キュートなお姉カワ系アイテムまで。

Owner's Voice
Maiko Ikegami

Find all the trends here!
トレンドアイテムがフル・ラインナップ!

蝴蝶网 vimee.net

Find your favorite design on a treasure island.

デザインバリエーションの宝庫!!

FLAG-J

www.flag-j.net 03-3477-5052 N/A

BRANDS
FLAG-J

ITEMS

This store is located to the right of the down escalator, displaying color shoes and bags. The items are of the latest trend, anything that's a hot item is here.

取り揃えているアイテムはどれも最新トレンドをおさえたものばかりです。今いちばんホットなアイテムを見つけるならここ!

Owner's Voice
Muraoka
Come check it out! We look forward to seeing you.
スタッフ一同、お待ちしております。

From trends to handmade samples... a famous shop for famous nails!

トレンドものから手作りまで豊富な品揃え

NAIL CRAFT

http://salon.nailcraft.co.jp/ 03-3477-5133 nail@nailcraft.co.jp

BRANDS
N/A

ITEMS

Featured in many magazines, this shop carries lots of trendy items. Models love our products, including handmade Swarovski items.

流行のデザインを中心に豊富なサンプルを取りそろえてます。スワロフスキー・デコレーション商品もひとつひとつが手作りです。

Owner's Voice
Anazawa
Stop in anytime while shopping!
お買い物途中でも気楽に立ち寄れるサロンです。

For a devilishly sweet charm, the keywords are "cute" and "sexy"!

SWEETな小悪魔を演出♥

Pinky Girls

www.pinkygirls.com 03-3477-5054 N/A

BRANDS
Pinky Girls,
Pinky Girls LUX

ITEMS

This shop is the target for girls who aren't afraid of indulging in a cute, sexy style! Lots of adorable colors and elegant designs; pink is queen by popular choice!

キュートでセクシーでいることを厭わない女の子のためのお洋服です。エレガントなデザインに、キュートな色使いが特徴的。ピンクがいちばんの人気色です。

Owner's Voice
Mayumi Harigaya
Clothing produced based on customer suggestions. Regular everts held here!
お客様の声をもとにした商品作りを実施しています♥

Everyday smiles for everyone!

毎日、笑顔で輝いて

REVROSSA CLARITY

www.re-cla.com 03-5452-3309 N/A

BRANDS
REVROSSA CLARITY

ITEMS

Sweet items mixed with eclectic elements, and accessorized with smiles! Autumn's theme is "sweet vintage".

いつも笑顔で輝いていたい! そんな女の子の気持ちをコンセプトにsweet感を様々な手法でMIX。女の子のためのスタイルを提案致します。

Owner's Voice
Chinami Nakahata
This season brings in lots of vintage-like items.
古着テイストのようなアイテムがそろっています。

Grown-up accessories with a touch of the exotic.

ちょっと大人でエキゾティックな、アクセサリーショップ

SARAH ZODIAQUE

N/A 03-3477-5191 sarahzodiaque09@sa5.gyao.ne.jp

BRANDS
SARAH ZODIAQUE,
Fairy Flow, SS,
etc.

ITEMS

Opened in Spring 2009, this shop is for girls who care about now and the future. Art deco and pop designs with lots of colors are for girls who enjoy fashion.

次の時代にも敏感な女の子のためのアクセサリーセレクトショップとして2009年春にオープン。アールデコやポップなデザイン、カラフルな色違いは、女の子を際だたせます。

Owner's Voice
Sachiko Kogure
We carry lots of accessories to charm!
女の子の魅力を発揮するアクセサリーがたくさん。

Tickets for Japanese entertainment

日本のエンタテインメントなら♥

Ticket Port PIA Station

www.ticketport.co.jp 03-5561-7714 tp@mail.ticketport.co.jp

BRANDS
Concert, Theater,
Sports Tickets and
Gift Certificate
sales.

ITEMS

Experience Japanese entertainment. Our store sells tickets for live performances, sports, and movies. We also carry the gift cards that that make perfect presents for anyone.

いろんなライブ、スポーツ、映画のチケットと取り扱っています。贈り物に便利なギフトカードなども販売しています!

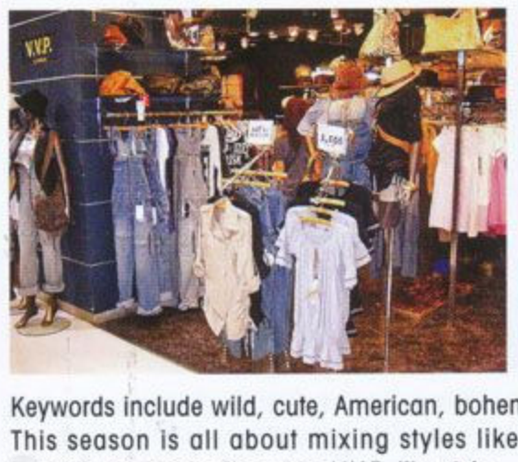
Owner's Voice
PIA staff
Explore the world of Japanese entertainment here!
日本のエンタメを楽しんでください!

For you; wild and cute.

ワイルド、そしてキュートなあなたに……

V.V.P. VISALIA

N/A 03-3477-5040 ambience@image.ocn.ne.jp



BRANDS
Ambience,
Abbey DAWN,
infect colors,
GENOESE, LOLITA,
BODY NOISE,
OPEN ARMS

ITEMS

Keywords include wild, cute, American, bohemian, and others. This season is all about mixing styles like biker, military, folkdolls,with denim for a very V.V.P.-like style.

2009年秋冬は、バイカー、ミリタリー、フォークロアをさまざまなデニムアイテムとミックスしたコーデが登場。これがV.V.Pらしいスタイルです!!

Owner's Voice
Otsuka
Exclusive carried of "Abbey Dawn" in Japan.
日本でアビードーンが買えるのはココだけ!

3 FLOOR

High-fashion in black.

スタイリッシュなハイファッション

agent GOLD 81

www.agentGOLD81.com 03-3477-5141 N/A

BRANDS
agent GOLD81

ITEMS

Stylish black street clothes are perfect for the sophisticated and independent woman who lives in the city. High street fashion based on black is the way to go!

都会の女性がファッションで自分らしさ、女性らしさを表現できるよう、パワフルに今を生きる大人のためのスタイリッシュなストリートハイファッションを提案します。

Owner's Voice
Kirihataya
It is for Street Fashion for mature women.
大人の女性のためのストリートファッションです。

ICONS····· WEAR SHOES BAG ACCESORIES RESTAURANT Other OTHERS

Be pretty and live a charmed life!

かわいらしく、ハッピーな毎日!

Beaute Danser

http://beautedanser.com/ 03-3477-5129 beautedanser@kobe-leather.co.jp

BRANDS
Beaute Danser

ITEMS

Fun, unique coordinates for girls who want something different. Get smiling while looking at the fabulous items and other fun stuff!

他人とは一味違ったオシャレを楽しみたい女の子に、遊び心のあるアイテムを取り入れたコーディネートを提案しています。ちょっと笑える小物や雑貨も豊富です。

Owner's Voice
Sakiko Kunii

The unique staff are waiting!
個性的なスタッフ達が、ご来店をお待ちしております。

High-street and avant-garde!

ストリートのアバンギャルド・ルック

DAYS OF FREEDOM

www.days-of-freedom.com 03-3477-5069 N/A

BRANDS
DAYS OF FREEDOM

ITEMS

Mature avant-garde clothes with an everyday street feel. Be natural and express yourself freely!

大人のアバンギャルドスタイルをご紹介。自由で自然体でいられる心地良さや、かっこ良さをファッションで表現した一歩大人のストリートファッションを提案します。

Owner's Voice
Yamamoto

Tons of items in earth tones.
大人のリラックスカジュアルがそろっています。

Sexy doll-like fashion!

セクシーでドーリーな女の子へ

Doll Kiss

N/A 03-3477-5139 N/A

BRANDS
Doll Kiss

ITEMS

Legwear is an important element of a fresh style. Check out uber-sexy doll-like items like legwear and more!

レッグアイテムを中心に、おしゃれには欠かせない雑貨を取りそろえています。セクシーでドーリーなファッションアイテムが多く、楽しんでお買い物いただけます。

Owner's Voice
Saito

Carrying all the trends to love!
今話題のレッグアイテムが多数。ぜひお来しください。

Select shop for cute girls but with an adult flavor.

少しだけ大人な、キュートな女性のセレクトショップ

GALET'S

N/A 03-3477-5094 N/A

BRANDS
VIVAYOU, AL

ITEMS

A variety of items both cute and cool in style, so find it all! Carrying limited 109 items every season, so don't miss it!

カワイイ系から少し大人のクール系と、さまざまなシーンに対応できるファッション雑貨をセレクト。109限定モデルもシーズン毎に展開しています。

Owner's Voice
Yukinori Takeuchi

We recommend the 109 limited items which is adult, cool and trendy.
トレンドと大人系、きれい系を意識した限定モデルが狙い目!

Be yourself while finding your own style.

枠にとらわれず、自分らしいスタイルを

HEADSTAR

www.headstar.jp 03-3477-5178 headstar@krs-inc.com

BRANDS
HEADSTAR

ITEMS

Girls always love something shiny. Find beautiful hair accessories like hats, tiaras, turbans and hair bands. Keep on being alluring!

女性はつねに輝いていたいもの。当店では女性の艶を彩る頭のドレスアイテムを提案します。帽子のほか、ティアラ、ターバン、カチューシャ等を展開中です。

Owner's Voice
Masami Aoki

Find something amazing in the large selection!
帽子はもちろん、ヘッドドレスもある楽しいお店です。

"Honey Bunch" is for lovers...

"Honey Bunch"とは恋人の意味

Honey Bunch

www.honey-bunch.net 0120-86-3035 www.burnedest.com/contact.html

BRANDS
Honey Bunch

ITEMS

It's the 1st anniversary of Honey Bunch! Have fun mixing coordinates, especially for going out on a date with that someone special!

今年一周年を迎えたばかりの"Honey Bunch"。遊び心のあるMIXスタイルを中心に、恋人との時間をより輝かせるお洋服を提案します。

Owner's Voice
Satomi Uchida

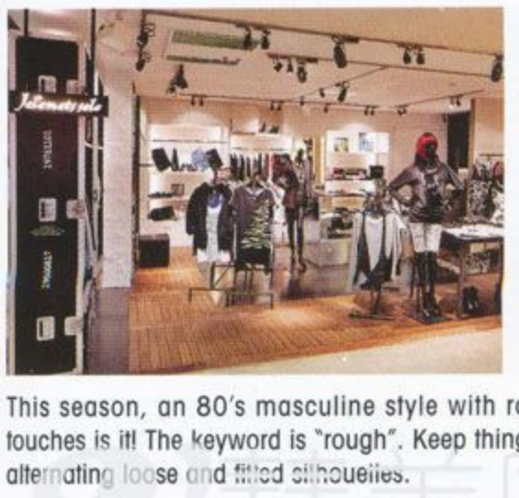
Find sexy cute items like never before!
セクシーでキュート! 斬新なデザインがそろいます。

Basic monotone... edgy fashion is here!

モノトーンの空間にエッジーなアイテムが集う

Jel'emets solo

http://jelemetssolo.jp/ 03-6730-9090 info@jelementssolo.jp



BRANDS
Jel'emets solo

ITEMS

This season, an 80's masculine style with rock and grunge touches is it! The keyword is "rough". Keep things balanced with alternating loose and fitted silhouettes.

今季は、ロックやグランジをもとに80'sな要素を取り入れたマニッシュスタイルを提案します。ルーズ&タイトで見せるシルエットがおすすめのバランス。

Owner's Voice
Keiko Iketaka

Spice up your everyday!
普段のスタイルにスパイスとなるアイテムが目白押しです。

LOVE, POOWER and SOUL!

ラブ・パワー・ソウル!

LB-03

www.lb-03.com 03-3477-5049 N/A

BRANDS
LB-03

ITEMS

Mixing music and fashion with a soulful flavor. Coordinate clothes music to get a cutting edge, powerful style.

ブラックカルチャーをベースに、音楽とファッションの融合がコンセプト。パワー溢れるミックス感覚と、最先端のセンスをスパイスにトータル・コーディネートを提案。

Owner's Voice
Shimasaki

Enjoy everyday with fashioin and music!
音楽を感じるファッションを楽しんでください。

Be happy... a spell's been cast on you!

ウキウキ&ハッピーになれる魔法のクローゼット♥♥

Miel Crishunant

www.miel-c.com 03-6730-9147 N/A

BRANDS
Miel Crishunant

ITEMS

Chandaliers, white walls... everything cute and trendy is here! White is the basic color in this one-stop-shop for fashionable girls!

クローゼットの中をイメージした店内は白を基調としており、とても見やすいディスプレイとなっています。キュートなアイテムからトレンドのものまで取りそろえています。

Owner's Voice
Yuko Tamaru

Tons of clothes and little things... get what you yearn for!
女の子なら誰もが憧れるカワイイ洋服や小物がたくさんあります。

nee net
蝴蝶网 hudie.com

Sexy, happy and energetic. A lingerie shop with every girl in mind!

元気、ハッピー、SEXYな女の子のランジェリーショップ

PEACH JOHN

www.peachjohn.co.jp 03-6418-7886 N/A

BRANDS
PEACH JOHN

ITEMS

Japanese popular mail-order lingerie in store! See and feel popular styles. Limited products and more than 300 sweet items to choose from!

かわいい下着通販で大人気のピーチ・ジョン。ここでは実際に見て、触って、試せるストアです。女性の心をつかむランジェリーが常時300点以上揃います。

Owner's Voice
Yumi Taguchi

Tons of cute, sexy lingerie! Come visit!
HAPPYでSEXYなランジェリーがたくさんあります!

All imports from the US and Europe! Sexy, cute lingerie is here!

欧米からのかわいいランジェリーショップ

Poco à Poco

N/A 03-3477-5006 N/A

BRANDS
Celeste Stein, Pamela Mann, Honeydew, Mary Green, Music legs, Jonathan Aston, K bell, Cecilia de Rafael

ITEMS

More than 100 styles of print tights and stockings and 30 colors of solid tights displayed on the wall to catch the eye! Get surprised by the collection!

100スタイル以上のタイツと30色のタイツがまずあなたを出迎えてくれるでしょう。ランジェリーを含む、バラエティに富んだ商品ラインナップが自慢です。

Owner's Voice
Kenji Nakagawa

Latest items and specials ready to be enjoyed at Poco à Poco!
おしゃれでスペシャルなものばかり! ぜひお越しください。

American street casuals... affordable and cute!

アメリカン・ストリートカジュアルなら

SHAKE SHAKE

SHAKE2.jp 03-5489-5670 N/A

BRANDS
SHAKE SHAKE

ITEMS

American casual with a feminine manner. Everyone loves to visit an I shop there because the latest styles won't bust your wallet!

アメリカンカジュアルのテーストをガーリーにMIXしたかわいいライン。毎シーズン大人気のスタジャンやフードパーカなど、値段もすべて安いのが人気です。

Owner's Voice
Teruo Inoue

Find what your're looking for here!
お気に入りの一枚が必ずあるはず。お待ちしております。

Become a popular tough-girl!

強い女&モテる女をプロデュース

XO XO (kiss kiss)

http://kisskiss.ne.jp/ 03-3477-5113 xoxo@kisskiss.ne.jp

BRANDS
XO XO (kiss kiss)

ITEMS

Not only in Shibuya, with 5 shops all over JAPAN. Dresses to bring out a 100% feminine look. It's a don't miss for a unique look!

渋谷109をはじめ、町田、名古屋に2店舗、大阪に計5店舗を展開。ワンピースは女っぷり100%に仕上がり、ワンランク上を目指す女性には見逃せません。

Owner's Voice
Mihoko Banba

Check it out and have fun shopping for unique styles!
ぜひ一度、ショップに遊びに来てください。

4F FLOOR

The theme is Breakin' Girl

コンセプトは、B-Girl Shoop!

baby shoop

www.baby-shoop.com 03-3477-5085 info@babyshoop.com

BRANDS
baby shoop, wanna shoop

ITEMS

baby shoop offers a balance of sexy, sport, causal items for Breakin' Girls! We have style for B-girls, girls who like Break Dance, Hip Hop and R&B fashion.

ブラックファッションがコンセプトのB-Girl SHOP。セクシー、スポーティ、カジュアルまでトータルでコーディネイト!

Owner's Voice
Kohara

Cool outerwear and sexy part dresses available soon!
パンチのあるアウターやセクシーなドレスワンピも入荷します!

Masculine or feminine? Find the perfect balance here!

誰もが持つ女性的部分と男性的部分の調和

Barak

www.barak.jp 03-3477-5010 N/A

BRANDS
Barak

ITEMS

Barak caters to a "tough" style with sexy items, classic styles and the expressive beauty of lace, frills, and zippers to create a mysterious look with a Goth touch. Check out the skulls!

官能的なアイテムを取り入れた、タフなスタイル。クラシックな美しさをレース、フリル、ジップで表現し、ゴシックな危うさをプラスしました。

Owner's Voice
Yuki Iijima

Specialises in items with a mature look and hard edge for Autumn/Winter 2009.
今季は、ハードで大人っぽい商品を多数取りそろえています。

All of cute and hot girls are here!

かわいい女の子達の集まる劇場

BUMBLE BEE

N/A 03-3477-5010 N/A

BRANDS
BUMBLE BEE

ITEMS

It's just like a big dress-up box! You'll feel like you're the heroine on a stage with all the latest items!

流行のアイテムをいち早く、お届けします。オモチャ箱をひっくり返した用な幅広いアイテムのラインナップ。まるで劇場のヒロインになった気分になれます。

Owner's Voice
Yuka Andou

Big smiles welcome!
お客様全員に笑顔で満足いただけるお店です。

Monotone with pink! Cool and Feminine!

モノトーン×ピンクでクールフェミニン!

DELYLE

www.delyle.jp 03-5452-3309 N/A

BRANDS
DELYLE

ITEMS

We suggest you "no border style". You can enjoy modern style and even near future style putting on our items. This style might make everybody happy! You must enjoy with them!!

"Delight Style!" ボーダーラインを飛び越え今と未来を楽しむ。自分だけではなく、まわりをも楽しませるスタイルを提案。

Owner's Voice
Yuka Suzuki

Get ready for the party!
遊びを忘れることのないパーティーガールスタイルを提案します。

ICONS····· WEAR SHOES BAG ACCESORIES RESTAURANT Other OTHERS

SEXY & GLAMOROUS. Dreams come true here!

セクシー&グラマラス

EGOIST

www.egoist-inc.com 03-3477-5143 eg-shibuya@gpjt.jp

BRANDS
EGOIST,
egoist glamour

ITEMS

Searching for luxury, and sexy, glamorous styles. We all want to be sexy and hot forever. Let us help you! We are looking forward to seeing you all.

ラグジュアリーなグラマラス・スタイルをベースに、セクシーな女性らしさを追求します。"いつまでもかっこ良く綺麗でいたい"という女性の気持ちを刺激し続けます。

Owner's Voice
Saita Midori

Endless new items!
ぞくぞくと新作が入荷しています。ご来店お待ちしております。

Looking for cute sexy lingerie? Find it here!

可愛く色っぽいブラジャーが大集合!

FKJ

N/A 03-3477-5009 N/A

BRANDS
aimerfeel,
ST.AUDREY,
VENUS, Absorle

ITEMS

For women who enjoy mixing and matching colors. There's a great selection of bras, and experts in helping you find the best size and fit!

デザインだけでなく、きれいでかっこいいバストラインを作るブラジャーがたくさんあります。下着に詳しいベテランスタッフばかりです。

Owner's Voice
Yoshimi Yamamoto

If you can't find the perfect fit, then come here!
ピッタリ合うブラジャーがみつからない方はぜひおいで下さい。

Get your own original style with the latest must-have items!

最新トレンドを凝縮! セレブが通うブランドショップ

JSG

http://jsg.bz 03-3477-5140 info@credge.co.jp

BRANDS
JSG

ITEMS

This brans is for girls who know themselves and their unique style well. Get the perfect silhouette!

自分の個性を知り尽くし、最大限に自分らしく表現することのできる女性のためのブランド。新しいカジュアルスタイルと魅力的なコーディネイトを提案。

Owner's Voice
Aya Asanuma

Get bright, colorful pop items!
ポップでかわいいいがウリ!! 是非遊びにきて下さい!

It's like a global market, filled with ethnic items!

エスニック・ワールドへようこそ!

LOVE GIRLS MARKET

www.lovegirlsmarket.jp 03-3477-5072 info@anthonys.co.jp

BRANDS
LOVE GIRLS MARKET

ITEMS

Have fun looking for something new! Find a mis of world ethnic design under the concept of "Human and Nature".

人と自然をテーマに、ワールドワイドなマーケットの魅力を表現。女性たちに新しい発見とオリジナルアイテムを探す楽しみをおくります。

Owner's Voice
Yamamoto

Shop at a virtual world-wide market!
あなただけのこだわりのアイテムを探してください。

Glamorous, Gorgeous, Sexy and Cute!

グラマラスでゴージャス、セクシーなのにキュート!

MA*RS

www.mars-saja.com 03-3477-5097 N/A

BRANDS
MA*RS,
REAL MA*RS

ITEMS

MA*RS is a gorgeous world of glamour! Black, pink, and glitter with ribbons and lace!

MA*RSの世界は、グラマラス&ゴージャス☆ 女の子なら誰もが大好きなリボンやレース、そしてキラキラ感いっぱいのスタイルを思いっきり楽しんで!!

Owner's Voice
Fumino Watanabe

Get gorgeous!
女性の魅力を最大限に引き出す商品ばかりです!

A contemporary shop with sweet, casual items.

スウイートカジュアルなアイテムが勢ぞろい

RE DARK

www.redark.jp 03-3477-5154 info@redark.jp

BRANDS
RE DARK

ITEMS

Menswear items with a taste of American vintage. Get down to details with texture for a "vintage mixed casual;" style.

アメリカン・ヴィンテージの風合いなど細部までこだわったメンズライクなアイテムをカジュアルにコーディネイトします。

Owner's Voice
Mikako Mochizuki

Find cute, casual items at REDARK, they're waiting for your visit!
キュートなカジュアルアイテムといえばREDARK!

This season's basic style: Like Vintage!

ユーズドをテーマに、ニュー・ベーシック・スタイルを提案

SpRay

N/A 03-3477-5171 N/A

BRANDS
SpRay

ITEMS

Original t-shirts and denim are the feature at this shop. Find LA casual apparel perfect for all occasions. Lots of dresses and design t-shirts at reasonable prices!

オリジナルTシャツやデニムをメインに、フェミニンなアイテムや雑貨などもリーズナブルなプリントTシャツやワンピースも多数取り揃えています。

Owner's Voice
Miki Yoshida

Cheerful staff will help you find what you really want!
あなたの着たい服がきっと見つかるショップです。

Cool, mismatched style adds a new kind of charm!

スタイルの枠にとらわれないクールなミスマッチ!!

SWORD FISH

www.sword.-f.jp 03-3477-5134 N/A

BRANDS
SWORD FISH,
JOY RICH,
TRASH&LUXURY
etc.

ITEMS

Sweet and spicy is the look here. Both original and imported items are available. You must feel free to enjoy fashion with our products.

甘～辛に加え、大人っぽく、カジュアルにもなれる商品を取りそろえています。オリジナル商品だけでなくインポート商品を充実しています。

Owner's Voice
Natsuko Miyagi

Friendly, helpful staff just waiting for you!
明るくて親しみやすいスタッフがお待ちしております♥

Cute, cool Rock is the latest!

ロリカワROCK

tutuHA

N/A 03-3477-5062 N/A

BRANDS
tutuHA

ITEMS

If you love cool but cute skulls, lace, and spangles with rock flavours, then this is the shop for you. The most popular item is the goggles!

ROCKを基調に人気のスカル、スパンコール、レースアイテムを楽しんでいただけます。NO.1商品は定番のゴーグル。

Owner's Voice
Iria Satou

Rock in autumn with cute Lolita clothes!
この秋、ロリかわロックでオシャレしましょ♥

5 FLOOR

Everyone loves Tokyo's casual street look!

東京ストリートカジュアル☆

VANQUISH

vanquish.jp 03-3477-5117 N/A

BRANDS
VANQUISH,
CONVERSE, NIKE

ITEMS

Adding a fresh take on casual and vintage items. The key is being natural, and not a slave to fashion. Check back often for special deals!

ヴィンテージアイテムを軸にさりげなくフレッシュなアイテムやディテールをプラス。トレンドにとらわれず常に自然体で。お得なフェア(不定期)も開催します。

Owner's Voice
Ayumi Matsunuma

Moderately priced, trendy Tokyo-style items! Foreign visitors especially welcomed!
トレンドをミックスしたアイテムが外国の方にも人気です♪

Cute, pink, and glittery is perfect for mobile phones!

ピンク×キラキラがキュート♥な元祖デコ電®ショップ!

CHIARA®

www.shibuya109-chiara.com 03-3477-5153 chiara-deco@joliemariee.co.jp

BRANDS
CHIARA

ITEMS

300 items available for decorating your phone. Reasonably priced, so you can decorate all your want!

デコに使うパーツは300種類以上なのでお気に入りが絶対見つかるよ。値段も150円～でリーズナブル。誰もがトキメク♥キラキラグッズも盛りたくさん!

Owner's Voice
Aya Watanabe

CHIARA carries glittery items made with Swarovski crystals.
キラキラドレッサーが目印のキアラに是非遊びにきてね

Up your cute factor and be a magnetic, sexy woman!

愛らしさも放つ、魅惑的なセクシーガール

DURAS

duras.jp 03-3477-5090 N/A

BRANDS
DURAS

ITEMS

Add charm, beauty, and glamour with cute, sexy items! You will be adorable with our commodities. Please drop by when you come to 109.

セクシーさと女性らしさはそのままに。キュートなアイテムやカラーで、より女性の魅力を引き立たせたラインナップ!

Owner's Voice
Mami Moriuchi

For ladies who love something luxurious and sexy.
大人の女性へ向けたSexyでLuxuryなブランドです。

We suggest sexy styles. Especially for independent women!

自立した大人の女性の為のSEXYスタイル

GALSVILLE

www.galsville.com 03-3477-5156 akagawa-ei@galsville.com

BRANDS
GALSVILLE

ITEMS

Glamour and luxury are the key words for this sexy designer brand. This season brings suit jackets and 80's themed glamour!

セクシー、ラグジュアリーなどがテーマのデザイナーズブランド。今シーズンは80's グラマラスをテーマに、JKスーツやセットアップの種類が豊富。

Owner's Voice
Aki Takahashi

Go get your cool, edgy items!
クールでエッジの効いた商品を取り揃えてお待ちしております。

Drugstore, or girl's fantasy world?

ファンタジーなドラッグストア

L.D.S.

www.lds-lovedrugstore.com 03-3477-5068 N/A

BRANDS
L.D.S.

ITEMS

Bringing you new street fashion style with a fantasy world of items in a drugstore theme! Check it all out!

ストリートファッションの旬なアイテムをどこよりも早く、バラエティ豊富にそろえています。コンセプトは"ガールズ・ファンタジー"。遊び場空間を彩ります。

Owner's Voice
Shimasaki

Cute and cool is the motto here. It's all waiting for you.
女の子の"大好き"がたくさんそろっています!

Retro and Trendy mixed with a girly style!

レトロとトレンドの融合! オシャレは女の子らしく♪

LIZ LISA

http://lizlisa.com/ 0120-819-251 N/A

BRANDS
LIZ LISA,
LIZ LISA TWINKLE

ITEMS

Straight from Paris and celebrating its 10th anniversary! The brand searches for the special style to enjoy yourself and fashion trends.

10周年を迎えました! すべての始まりにパリトレンドには敏感だが自分を見失うことなく、オシャレを楽しむ女の子たちへ……。

Owner's Voice
Yumi Saitou

Find sweet flower prints, lacework and ribbons.
花柄、レース、リボンがメインの大人カワイイお店です。

Be yourself, original, sexy and cool. Find your identity!

自分らしさをもったすべての女性に

moussy

www.moussy.ne.jp 03-6730-9191 info@baroque-japan.jp

BRANDS
moussy

ITEMS

Symbolizing powerful and independent girls.with original fashion sense. Find luxurious, unique styles with an urban flavour. Check out moussy jeans!

自分らしいライフスタイルとファッションを持つパワフルな女性がイメージ。都会的なアイテムとヴィンテージ感をベースにシンプルで、様になるデニムスタイルを演出します。

Owner's Voice
Asuka Funaki

Find the layers to make your autumn style a hit!
この秋、特にオススメはレイヤードアイテム!

Find what's popular in trendy fragrances!

109最新の人気情報があります。人気の香をお試しください。

Perfumery BRANCHE

www.coco-branche.co.jp 03-3477-5142 pre@coco-branche.co.jp

BRANDS
BVLGARI, GUCCI,
Calvin Klein,
Christian Dior,
CHANEL,etc.

ITEMS

A selection of popular and trendy perfumes, as well as hot cosmetics and the original "Ozone Magic".

109で人気の香水を中心にセレクトしています。ブランシェオリジナル化粧品"オゾンマジック"も大人気。109最新の人気情報もおたずねください。

Owner's Voice
Terc..

Find the hottest perfumes in 109, and find the one that suits you!
お客様にぴったりの香りをご紹介いたします。

exy colourful loungewear nd lingerie to make you happy!

クシーでポップなランジェリー&ルームウェア

Ravijour

www.ravijour.com 03-3477-5034 N/A

BRANDS
Ravijour

ITEMS

nd underwear, loungewear and sweaters to be more attractive nd sexier. Some are daily casual use for your relax as well. e comfortable!

性の魅力を引き出すランジェリーやキュートなルームウェア、スウェットなど、イリーに使えるリラックスカジュアルなアイテムが豊富に揃います。

Owner's Voice
lai
latsumura

Be welcomed into the newly remodeled shop!
今年リニューアルし、個性豊かなスタッフがお出迎え!

For girls who want real casual style.

カジュアルスタイルにこだわりを持つ女の子へ☆

RODEO CROWNS

www.rodecrowns.jp 03-6730-9191 N/A

BRANDS
RODEO CROWNS

ITEMS

Autumn/Winter 2009's theme is "The Musician". Items incorporate musical elements with an American flavor!

09年秋冬は"musician"をテーマに音楽要素を取り入れた、ハッピーなアイテムが豊富にラインナップ!

Owner's Voice
Kumi Kayama

The cheerful staff welcomes you to this American vintage style shop!
ヴィンテージ感漂うSHOPで、元気にお出迎えします。

Look in our se et closer to find the best dress look!

ワンピースがベースの大人めクローゼット

ROJITA

www.rojita.jp 03-3477-5118 info@rojita.jp

BRANDS
ROJITA and
Import brands

ITEMS

The latest style for girl who live for fashion. Mix trends and sweet styling for the maximum effect!

おしゃれに敏感な女性に新たなスウィートスタイルを発信。女性らしいスタイリングが得意で、甘さの中にトレンド感を取り入れた大人のためのリアルクローゼットです。

Owner's Voice
Mina Shimizu

The shop staf will be delighted to help you!
元気で楽しいスタッフ一同でご来店お待ちしております!

6 FLOOR

A constant stream of new items and accessories right here!

服飾雑貨の情報発信スペース

aria fresca

N/A 03-3477-5075 N/A

BRANDS
Shin & Company,
Marble, CASSELINI,
Scrumble Shock,
Aines, etc.

ITEMS

Find a selection of bags and accessories with the newest trends. Tons of shoes, pouches and watches available only here!

バッグ・アクセサリーをメインに最新ファッションアイテムを揃えています。シューズやポーチ、腕時計も種類が豊富で、常に新作が入荷する雑貨は人気です。

Owner's Voice
Hiromi Garan

International shoppers always come back to this shop. Come see why!
海外からのリピーターのお客様も多いショップです!

Based on American casual style but with a touch of something different.

アメカジ・ベースのミックススタイル

COCOLULU

www.coandlu.jp 03-3221-8255 N/A

BRANDS
COCOLULU

ITEMS

From Oct 17th get an original key chain with a purchase over 5,000 yen! Don't miss it! Supplies are limited to visit soon!

10月17日より、店内商品を5,000円以上お買い上げのお客様にオリジナル星型キーホルダーをプレゼント!! 数に限りがあり、なくなり次第終了となります。

Owner's Voice
Misa Kobayashi

Check out vintage-style and American casual items!
アメカジテイストやヴィンテージ感のある商品がオススメ。

Riffing on the concept of "Sweet, girly style"!

ラブリーで女の子らしいスタイルならココ☆

Ji.maxx

http://ji-maxx.jp 03-3477-5018 info@credge.co.jp

BRANDS
Ji.maxx

ITEMS

For young girls with their finger on the pulse of fashion. Offering a line of clothes that showcase everyone's charms. Just like a magical "closet" where anything can happen!

デート前日にウキウキした気分で洋服を選ぶ女の子のクローゼットを表現。トレンドに敏感な少女から、女性へと変化する女の子の可愛さを最大限に引き出します。

Owner's Voice
Kumi Yoshida

A collection of spicy-sweet items...find something perfect.
スイートテイストにスパイスの効かせたアイテムもイチオシ。

Lovely accessories only found here!

Lovelyなアイテムをゲットして!

L♥CHANCE

www.l-chance.com 03-3477-5074 artcraft@art-c.co.jp

BRANDS
L.CHANCE,
C.CHANCE

ITEMS

Fashion with details! Not just the latest trends, but something individual too. Something for everyone!

最新トレンドアクセサリーが、ざっくざく! L.CHANCEは流行に乗りながらも自分らしく生き、内面から輝きを放つ女の子のためのアクセサリーショップ。

Owner's Voice
Mari Suzuki

Assortments of accessories just in! Come visit!
可愛い最新のアクセサリーが多数ございます。

Charming and affordable.. get the latest trend on a bargain!

トレンドアイテムがリーズナブルな安カワ店!

Mana

N/A 03-3477-5091 N/A

BRANDS
N/A

ITEMS

Find the season's favorites without breaking the bank. New items in stock all the time so check back often!

お探しのアイテムは、リーズナブルに発見できるはず! 安カワ商品はスピィーディーに入れ替わり、お店は毎日楽しく変化しています。

Owner's Voice
Miyuki Kobayashi

New items at low prices all the time! Check out the latest items!
人気商品がすぐなくなるので、こまめにチェックしてください。

meee.net

Casual and attractive, offering the latest trends!

テーマはカジュアル・キュート

Ober Tashe

N/A 03-3477-5023 N/A

BRANDS
Ober Tashe

ITEMS

Limited time collaboration with ESPERANZA with spangly bags as the newest item. Matching spangled shoes available at ESPERANZA. Add sparkle to your bags and shoes!

今季限定エスペランサとコラボ商品、スパンコールバッグが発売中。エスペランサでは、お揃いのスパンコールバレエシューズを発売しています。

Owner's Voice
Yukari Wada

New bag collections every week! Always current and always fun!
毎週新作のバッグが続々入荷。常に新鮮な品揃え☆

Merging stylish and sporty!

モードとスポーツの融合がテーマ

one spo

http://dasy.jp/os-office (mobile) 03-5474-1211 N/A

BRANDS
one spo

ITEMS

This season gets hard with leather, studs and zippers mixed with sweet lace and pearls. A treasure-box overflowing with style!

この秋冬のテーマは"ハード・キャンディ"。レザー、スタッズ、ジッパーなどのハードなアイテムと、チュールやレース、パール等のスイートなアイテムが共演。

Owner's Voice
Rika Sawada

Check out the clothes on the signature pink mannequins!
オリジナルピンクのマネキンが目印。お待ちしています!

On stop shop for the fashion fan!

おしゃれに敏感な女性をトータルサポート

one way

www.one-way.jp 03-5474-1211 info@yfl.co.jp

BRANDS
one way

ITEMS

Chic leather mixed with pearls, jewels and studs. From Oct 23, check out the Outerwear Fair. Don't miss it!

トレンドのレザーアイテムも、女性らしいパールやビジュー、スタッズでコーディネート。10月23日からはアウターフェアも開催予定です!!

Owner's Voice
Tomoko Suzuki

Staff are proudly waiting to help! Come visit and see what's on offer.
109で働く事に全員誇りをもっています! 遊びにきて下さい。

Low-price but fashionable clothes!

カワイイ服をリーズナブルな価格で

REVIVE

N/A 03-3477-5089 N/A

BRANDS
REVIVE

ITEMS

A collection of cool, casual clothing. Perfect for young teens; it's affordable. Get the latest style at REVIVE!

ティーンをターゲットとしたクールなカジュアルスタイル。ショップ内は少し大人っぽい印象をもたせて展開中。いずれもリーズナブル価格でそろえています。

Owner's Voice
Erina Watanabe

Autumn brings color! Find lots of great items!
今秋はリバイブ・カラーやアイテムを狙って!

Simply sexy, simply cool!

クールでセクシーがテーマ

Ristty

www.ristty.jp 03-3477-5029 info@ristty.jp

BRANDS
Ristty

ITEMS

Simple but detailed items to add some cool and sexy. Enjoy mixed style with an 80's influence and feminine details. Create an original mix!

シンプルでありながらディテールにこだわったアイテムで、COOL & SEXYを演出し、常にオリジナルのスタイリングを発信していきます。

Owner's Voice
Asami Ichimura

Staff are ready to help pick out the latest style!
80年代ルックと女性的なディテールで遊んで。

Huge selection of lovely, trendy, girly items!

ガーリーでキュートなアイテムが豊富!

ROSE FAN FAN

www.rff.jp 03-3477-5064 N/A

BRANDS
ROSE FAN FAN

ITEMS

Feiminine and girly items. This season is all about "Gothic Romantic" with ribbons and laces. Enjoy an original style.

ピンクを基調とした店内には女の子らしいガーリーなお洋服がいっぱい! 今季のテーマはゴス×ロマ! レースやリボンを使ったロマンティックな要素と大人な雰囲気をMIX。

Owner's Voice
Yuko Kawai

Endless girly items! Check it out at SHIBUYA 109!
女の子らしいカワイイ商品が豊富です♥♥

CUTE! PRETTY! PINK!

カワイイピンクがいっぱい♥

RUBY ROSE

www.rubyrose.jp 03-3477-5165 rubyrose109@y2.dion.ne.jp

BRANDS
RUBY ROSE

ITEMS

A collection of everything pink... more pink than anywhere else! Happiness guaranteed 120%! Fresh items in stock all the time!

日本のデコシーンをリードするフレッシュな品ぞろい。他店ではお目にかかれない、圧倒的なピンクの洪水!! 120%の満足をあなたへ。

Owner's Voice
Uni Ihara

Pink, pink everywhere.... everything to love!
スタッフ一同お客様のご来店を心よりお待ちしております。

Hearts, pink, and glitter... everything a girl could want!

女の子の好きな物がいっぱい!!

Ruvap.

www.ruvap.com 03-3477-5175 N/A

BRANDS
Ruvap.

ITEMS

With a huge mirrorball, enjoy a fun shopping experience with cute pop items. Lots of collaborations with Hello Kitty and Mickey Mouse. Only at 109!

ピンクの内装と大きなミラーボールが目印のお店です。今は109に1店舗のみ。シーズン毎のコラボレーション企画も大人気の、キュートでポップなお店です。

Owner's Voice
Miki Obara

Great items and helpful staff just waiting at 109!
カワイイ商品と、フレンドリーなスタッフがお待ちしています。

So many variations! Style that doesn't quit!

幅広い商品構成で、服が必ず見つかる!

SPIGA

N/A 06-6346-5130 N/A

BRANDS
SPIGA

ITEMS

A variety of styles for girls who want the latest trend, from casual to grown-up. Find a favorite!

流行を先取りしたいあなたへ、オトナ系アイテムからカジュアルアイテムまで幅広く展開! カラーバリエーションも豊富で、お姉さま系のアイテムも続々入荷。

Owner's Voice
Miki Sakurai

New items in stock every week! Be sure to check out what's on offer!
新作は毎週入荷。こまめに店をチェックしに来て下さい。

Luxurious rock with a retro flavor!

女の子の贅沢ロックスタイル発売!

TaBoo

N/A 03-3477-5013 N/A

BRANDS
TaBoo

ITEMS

Luxurious style for girls. Check out styles with girly rock flavors and vintage coats. Perfect for a night out!

ラグジュアリーなロックテイストにヴィンテージ加工やガーリーなレトロ感をプラス。女の子のナイトカジュアルにもいけます!!

Owner's Voice
Fujikawa

A wide range of designs; not just eye-catching but functional too.
活用的なアイテムが豊富。幅広いラインナップを楽しんでください。

Girly, sweet, and devilish are all in store!

小悪魔なガーリー&元気可愛いアイテムがいっぱい♪

TRALALA

http://tralala-net.com/ 0120-819-251 N/A

BRANDS
TRALALA,
LIZ LISA doll

ITEMS

A line with a taste of sweet with a hard bite. Get wickedly trendy with clothes from TRALALA. Variations on basic black casual items available. Also on offer is LIZ LISA dool, a cool casual street style.

かわいいモード・カジュアルアイテムがたくさん♪ カッコカワイイ女の子の、クールなストリートスタイル"LIZ LISA doll" もお取り扱い中。

Owner's Voice
Keiko Tsuchiyama

Cute and energetic store staffs are waiting for your visit! Come check check out what's in stock this season!
元気で可愛いスタッフ達がご来店をお待ちしています♥

7 FLOOR

Boyish styles accented with hats and glasses!

ハットとメガネが肝!のメンズライクなスタイル

BACKS

www.the-backs.com 03-3477-5086 info@backs.com

BRANDS
BACKS

ITEMS

West coast style in basic black. Designs inspired by American workwear and military uniforms made for a feminine silhouette. Glasses and hats for accents, too!

ワークやミリタリー等のストリートウェアからインスパイアされたメンズライクなアイテムが基本。アイテムを女性的なシルエットに置き換えて都会的な雰囲気に。

Owner's Voice
Erika Minowa

Casual, elegant styles in store! Check out the latest on offer!
カジュアルとエレガンスライン両方が揃うお店!!

Get those favorite clothes and items repaired and enjoy them longer!

長持ちさせたいお気に入りの洋服やバッグは当店へ

Big mama

www.big-mama.co.jp 03-3477-5080 N/A

BRANDS
N/A

ITEMS

Hemming, changing lengths, sleeve repair and button repair done in 1 hour! Other repairs done in 10 days. Coats, knitwear, zippers and accessories repaired too!

パンツの丈つめ、裾のホツレ直し、ボタン付けは60分のクイックサービスでお直し致します。コートやニット、ファスナー交換、アクセサリーのサイズ直しなどもOK。

Owner's Voice
Yoshie Maehara

Need advice? The staff are ready to help!
お気軽にお問い合わせ下さい。丁寧にお答え致します。

A unique line of clothing expressing a glamorous menswear style.

マニッシュグラマラスな女性のライフスタイルを!

CameronRacy

www.cameronracy.com 03-3477-5144 osshy@cameronracy.com

BRANDS
CameronRacy

ITEMS

Menswear glamour is the concept here! New masculine styles, dresses, and relaxed casual wear always added to the lineup! Find something new with every visit!

マニッシュグラマラスをコンセプトにかっこよくてセクシーな女性のライフスタイルを提案。毎回新鮮な驚きと発見のある空間です。

Owner's Voice
Asami Hayashi

Newly renovated and reopened in August. New items arriving all the time so check it out!
8月にリニューアルオープン。新作も続々入荷予定!

Shoes for girls who want individuality!

普通の物では満足できない女性のためのシューズ

charmant

www.charmant-shoe.com 03-3477-5135 information@esp-shoe.com

BRANDS
charmant

ITEMS

Great shoes that can't be found anywhere else! Colorful and pretty, find a pair that fits!

白と黒の店内には、カラフルなアイテムがずらり!! どこよりもかわいい靴が揃っています。おしゃれ上手は足もとから。ご来店お待ちしております。

Owner's Voice
Kazuo Miura

A great selection of low-priced, attractive shoes for every style!
安くてカワイイ商品がたくさん♥ ご来店お待ちしています。

A place for special spaghetti and desserts!

ゆでたてのスパゲッティーを! パスタ&スイーツの店

Chirico di NAPOLI

N/A 03-3477-5173 N/A

MENU
Spaghetti's,
Parfaits

ITEMS

An eatery with original pastas and food directly imported from Italy. Great food at a good price and desserts only found here!

ナポリをイメージさせる明るい店内は、お買い物の合間のお食事や休憩にぴったり。イタリア直輸入の食材を使った本格派で低価格なパスタを味わって下さい。

Owner's Voice
Yoshiyuki Hirama

Everyone who tastes the pasta loves it! Enjoy it too!
多くの方々にご好評頂いているのできっと満足いただけます。

Introducing a sweetly casual style that's always on-trend.

スウィートカジュアルを意識したスタイリングを提案

DazzliN'

www.dazzlindazzle.com 03-3477-5183 info@dazzlindazzle.com

BRANDS
DazzliN'

ITEMS

A collection of glittering, dazzling items to perk up any style and make it gorgeous! Any women want to keep glittering and the dream comes true at the store.

DazzliN'とは「常に華やかに輝き続ける」という想いが込められています。女性なら誰でも輝きたいと想うもの。そんな想いを叶えるアイテムを提案しています。

Owner's Voice
Saori Arai

Check out the huge stock of charmingly sweet, casual items on sale here!
トレンドのスウィートなアイテムが豊富に揃っています!

Offering a cool, casual, playful style!

遊び心のあるクールなカジュアルスタイルを提案☆

Dilga

http://dilga.jp/ 03-3477-5082 dune-r@support.email.ne.jp

BRANDS
Dilga

ITEMS

For fashion conscious women who want to expand their self-expression! Sassy styles with sequins and studs come highly recommended this season. Check out the feminine silhouettes!

スパンコールとスタッズを使用し、クールでスマートなスタイルを提案。女性らしいキュートなシルエットのコーディネイトも外しません。

Owner's Voice
Tamami Notake

Get help in finding a new look! Check out what's in the store!
元気なスタッフが笑顔でお洋服の説明をいたします!!

Get this season's casual grunge look!

今期はカジュアルなグランジスタイルを提案!

GILFY

www.gilfy.com 03-3477-5192 info@gilfy.com

MAISON GILFY

BRANDS
GILFY

ITEMS

Following the theme of "Another me, another world", where menswear material is used as a base for cute, sexy, original designs.

お店のコンセプトは、"違う私、新たなる世界への旅立ち"。男っぽいアイテムに、キュートでセクシーなデザインを基調としたフェミニンなアイテムのミックスを得意とします。

Owner's Voice
Kaori Tachi

GILFY is a true-born SHIBUYA 109 original! Visit ASAP!
ギルフィはマルキュー発ブランドです!

Be like a biker with hard-edged, sexy clothes!

ハードでセクシーな"Biker's Style"

GLAD NEWS

www.gladnews.jp 03-3477-5063 info@gladnews.jp

BRANDS
GLAD NEWS

ITEMS

Making styles for strong girls with a wide range of designs with edge. The concept of the style is "Biker". Check out the cutting-edge look.

意志の強い女性を作り上げるスタイルを追求し提案。ハードでエッジの効いたアイテムを幅広く展開。コンセプトは"Biker's Style"。

Owner's Voice
Nao Nakamura

Proudly carrying edgy items available only here!
他にはない、エッジの効いたアイテムが自慢のお店です!

A glamorous store with pink and purple LED lights and gold accents!

ピンクパープルのLEDライトとゴールドカラーが目印

GOLDS infinity

www.goldsinfinity.com 03-6715-1701 info@goldsinfinity.com

BRANDS
GOLDS infinity

ITEMS

A collection of items to make any look sexy, gorgeous, and pretty. Enjoy the delightfully designed interior of the shop!

セクシーでキュート、華やかな女性になるための商品、スタッフ、空間があなたをお待ちしています。有名店舗デザイナーが手掛けた店内は、いるだけでも楽しめます。

Owner's Voice
Nao Morisumi

Adding glamour to any style... take a look and find something special!
店内にはキレイでかわいくなれるアイテムがいっぱい♥

Take a café break! It's where 109 shoppers go to have a bite!

109でカフェ・ブレイク

MA MAISON

www.ma-maison-jp.com 03-3477-5180 s-109.@ma-maison-jp.com

MENU
Rice omlette, omlette, sandwiches, home-made cake, coffee, tea, etc.

ITEMS

This café is famous for rice omelettes and other omelettes. The top recommended dish is the omlette rice with beef stroganoff. Light and fluffy eggs wrapped around buttery rice and glazed in an original sauce. Yummy!

オムライスとオムレツが有名な当店。種類も豊富で、何を食べるか迷っちゃうほど! オススメは、人気No.1のビーフストロガノフオムライスです。

Owner's Voice
Mai Onda

Homemade cake hits the spot; try the 'mademoiselle' made with fresh cream and a big strawberry!
オススメケーキは、大きな苺が入ったマドモアゼル。

The only swimwear store in SHIBUYA 109!

109の水着ショップといえばココ!

PEAK&PINE

www.peakpine.com 03-3862-7200 infopp@peakpine.com

BRANDS
PEAK&PINE, Defilious, Spaakey, etc.

ITEMS

For girls who are on top of the latest fashions. Find original bikinis, resort wear and beach items! A complete collection with new shipments every month!

リゾートコーディネートが楽しめる水着ショップ。トレンド変化にタイムリーに反応し、毎月新作水着が入荷します!

Owner's Voice
Mai Hamano

Find the perfect swimwear here! Loads of variations, colors, and designs!
バストアップやスリムにみえる着こなし等お任せ下さい!

Reach for being a sweet lady!

少し背伸びをした"Sweet Lady"になれちゃう!!

titty&Co.

http://tittyandco.com 03-3477-5071 N/A

BRANDS
titty&Co.

ITEMS

Debuting just a year ago, this line has gone from girly to casual. Finely detailed designs with low prices keep stylish girls coming back for more!

ガーリー系からカジュアルまで幅広い女の子から支持されています! 細かいディテールまで凝った魅力的なデザインなのにプチプライスも魅力です。

Owner's Voice
Miyu Arai

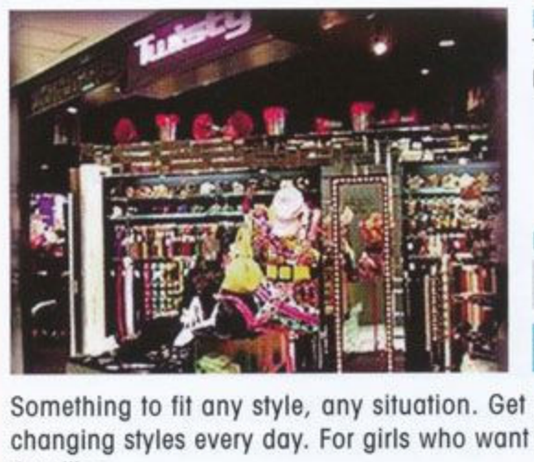
Staff member always waiting to help choose the perfect style! Ask for advice!
コーディネイトの提案します! 気軽に声をかけて下さい♥

A variety of belts and accessories on tap!

ベルト&バッグを軸としたアクセサリーのトータルブランド

Twisty

www.x-twisty.com 03-3477-5096 N/A



BRANDS
Twisty, D'angela, Diavlo

ITEMS

Something to fit any style, any situation. Get pleasure out of changing styles every day. For girls who want to get anything they like...

子供の様な感覚で毎日の遊び事の様にファッションを楽しむ女の子★ そんな欲張りな女の子達へどんなシーンにも合う、誰もが欲しくなるようなアイテムを届けます。

Owner's Voice
Ami Ishizuka

Take style to the next level at Twisty! New favorites just waiting to be found!
ワンランク上のお洒落を楽しめるショップ☆

8 FLOOR

蝴蝶网

Be edgy!
For casual girls.
強張りな女の子のための“エッジ”を効かせたカジュアルブランド

A'csent Gem

www.acsent-gem.com 03-3477-5045 N/A

BRANDS
A'scent Gem and other imported items

ITEMS

Autum/Winter 2009 line is based on 80's style. Get polished in leopard prints and the brand signature yellow. Check out the lace design items!
今季の秋冬テーマは“80s Spirits”。レオパード柄をメインにブランドカラーのイエローやコルセットベストなどのパーツアイテムを要チェック!!

Owner's Voice
Yuki Yoshida
Find your favorite style at this newly opened store. We recommend the corset vests.
センスの光る店内で、自分だけのおしゃれを楽しんでください。

8F 7F 6F 5F 4F 3F 2F 1F B1 B2

109 debut men's surf brand!
Get the west coast surfer look!
メンズ発のアメカジ・サーフブランド上陸!

BUZZ SPUNKY

http://buzzspunky.com/ 03-3477-5095 info@w-conquest.com

BRANDS
BUZZ SPUNKY

ITEMS

A casual clothing shop, which is newly opened, based on west coast surf style, specializing in American casual, preppy and bohemian styles.
メンズとオソロで着れちゃう元気アイテムから、女の子らしいアイテムまで! 西海岸サーフをベースにアメカジ、プレッピー、ボヘミアンスタイルを提案しています。

Owner's Voice
Yuka Ohumi
Get a free catalog during the shop anniversary!
オープン記念として来客者全員にカタログを差し上げます。

8F 7F 6F 5F 4F 3F 2F 1F B1 B2

Get fabulous hair and nails!
Look sexy, elegant, and cool.
セクシー、エレガンス、クールなトータルビューティーサロン

EXCEL Colorist

www.e-excel.co.jp/ 03-3477-5004 N/A

BRANDS
N/A

ITEMS

Professional nail specialists and hair stylists will give you a new look! A range of esthetic treatments for rejuvenating damaged hair also available.
髪の健康を第一に考えた当店はヘアエステ・メニューが充実。各分野のスペシャリストがあなたのビューティーアップをお手伝いします。

Owner's Voice
Kiyono
Customers of all ages are welcome at this salon. The staff will help you to get a great new look!
幅広い年齢の方がご来店。気さくなスタッフがお待ちしています。

8F 7F 6F 5F 4F 3F 2F 1F B1 B2

Sexy outfits for party girls
and those with a unique style!
アクティブで自分のスタイルを持つ女の子たちへ

jammy

http://bar-web1.jp/ 03-3477-5181 Nyanko-k@bar-web1.jp

BRANDS
Jjammy, junk slash

ITEMS

Find all sorts of styles at this store. A huge collection of large-sized accessories with glitter and bling. Check out the 80's line for Autumn/Winter 2009!
ビッグなジュエル、ギラギラのラメ感をパンキッシュに味つけ! 80sを追求したリメイク・アイテムなど、ひと味違ったデザインが魅力です☆

Owner's Voice
Kaori Kobayashi
If you want edgy 80's style, this is the go-to shop.
80年代風なエッジの効いたアイテムが満載!

8F 7F 6F 5F 4F 3F 2F 1F B1 B2

Be as precious as a doll
with sweet, girly items.
キュート系最強dolly girl!!

min plume

http://min-plume.com 03-3477-5161 info@min-plume.com

BRANDS
min plume

ITEMS

Trends come and go. Find a progressive style that stands the test of time and creates your own trend.
流行は毎日発生中! 人と同じはつまらないし、あんまり好きじゃない。だから流行のド真ん中じゃなくて、半歩だけ前♪ むしろ、流行作っちゃお。

Owner's Voice
Tomoko Suzuki
A selection of sweet, pretty clothes. English-speaking staff!
キュートなお洋服がたくさん♥ スタッフは英語も話せます。

8F 7F 6F 5F 4F 3F 2F 1F B1 B2

Like a theme park right in 109!
Find items, for the taking, FREE!
物販や飲食、人気の商品が無料の楽しいショップ

SBY

http://sbys.jp/ 03-3477-5163 N/A

BRANDS
SBY, minimy, Cotton Candy, Diamond Lash, Victoria's Secret

ITEMS

Carries a diverse range of cool, colorful items, food and drinks to enjoy. Complimentary cosmetics available to sample!
物販エリアには冬小物が登場。MinimyやCotton Candyの新商品も続々入荷。思わず手に取ってしまうかわいいアイテムを多数取り揃えています。

Owner's Voice
Masao Takahashi
New items like bubble tea and frozen your drinks now available!
タピオカドリンクやフローズンヨーグルトも大人気です。

8F 7F 6F 5F 4F 3F 2F 1F B1 B2

Rock and biker tinged loungewear
like you've never seen before!
優しい着心地のロックなデイリーウエア

Stanza in

N/A 03-3477-5038

BRANDS
Stanza in

ITEMS

Looking for a wardrobe of relaxed, casual clothing? If you enjoy relaxing, visit this shop. Check out cool, casual everyday styles with bite!
ちょっとビターなリラックスウエアラインです。自分だけの時間を楽しみたいという人へ、パンチの効いたウエアやグッズなどを取り揃えています。

Owner's Voice
Mariko Uchida
Find comfortable clothes with a rock edge. Not too sweet and perfect anytime!
優しい着心地にROCKなテイストをプラスしました!

8F 7F 6F 5F 4F 3F 2F 1F B1 B2

Produced by popular Japanese
TV star Chinatsu Wakatsuki!
若槻千夏がデザイン・プロデュース!

w♥c

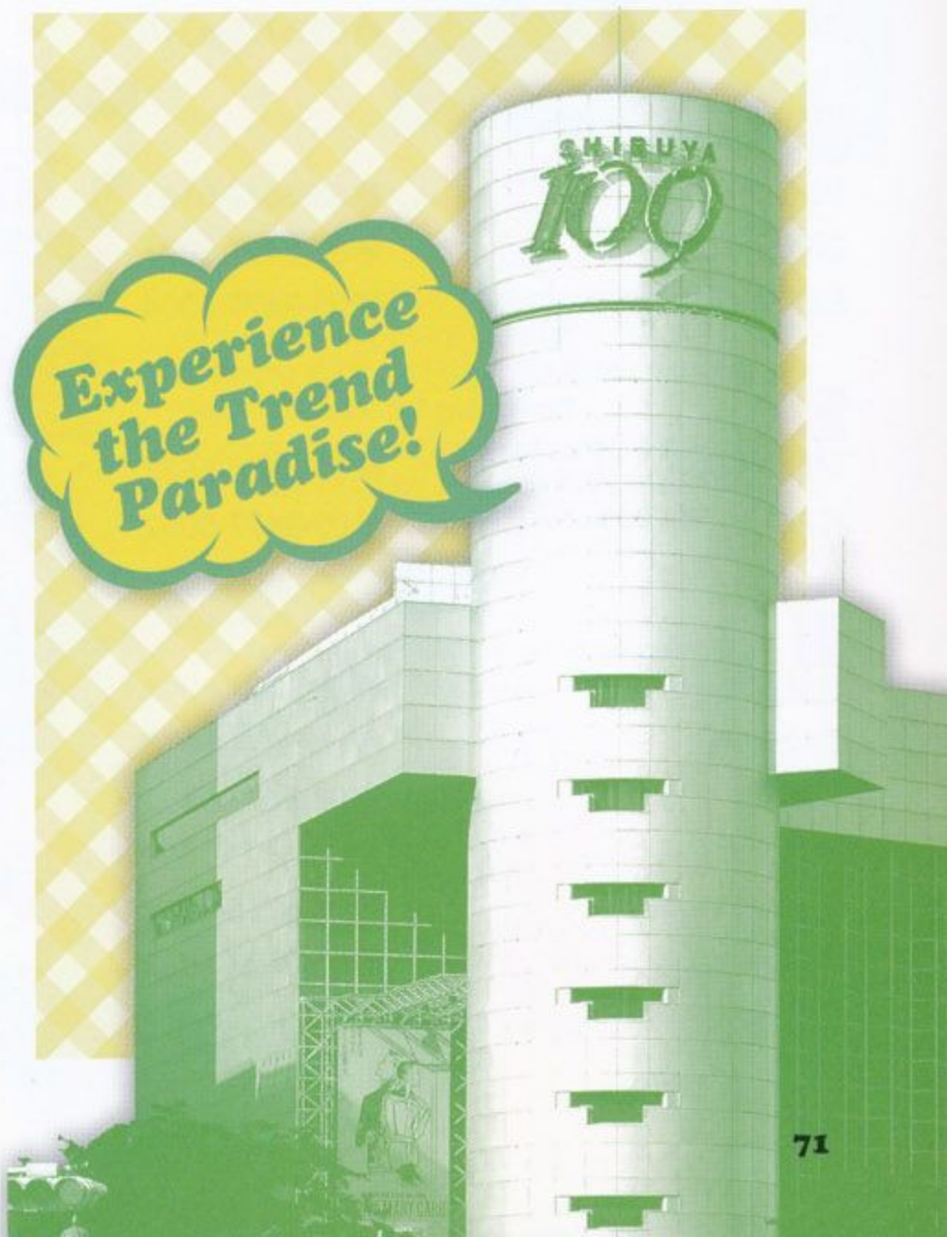
http://wakatsuki-chinatsu-wc.jp 03-3477-5033 N/A

BRANDS
w♥c

ITEMS

Items in this store are designed and produced by Japanese TV idol Chinatsu Wakatsuki. The 2009 Autumn/Winter line concept: "Virgin & Bitch"!
タレント若槻千夏がプロデュースするブランド“w♥c”初のオンリーショップ。既にTVや雑誌など各メディアに引っ張りだこのショップがついに登場です。

Owner's Voice
Wakana Kaneko
New shop! Come check it out!
スタッフ一同お待ちしております。是非お越し下さい!!



A

A'csent Gem	050-3069-0620
agent GOLD 81	03-3477-5141
ALBUM	03-3477-5099
Anthony's	03-3477-5195
aria fresca	03-3477-5075

B

Baba Inbou	03-3461-5309
baby shoop	03-3761-6097
BACKS	03-3477-5086
Barak	03-3477-5010
Beaute Danser	03-3477-5129
BIG MAMA	03-3477-5080
BLUE MOON BLUE	03-3866-4242
BUMBLE BEE	03-3477-5138
BUZZ SPUNKY	03-3477-5095

C

CameronRacy	03-3477-5144
Charmant	03-3477-5135
CHIARA	03-3477-5153
COCOLULU	03-3221-8255
CRYX	03-3477-5028

D

DAYS OF FREEDOM	03-3477-5069
DazzliN'	03-5447-6592
DELYLE (Press room)	03-5452-3309
Dilga	03-3477-5082
DOLCE ROSA	03-3477-5057
Doll Kiss	03-3477-5139
DURAS (call center)	03-5772-6316

E

EGOIST	03-3477-5143
ESPERANZA	03-3477-5027
EXCEL Colorist	03-3477-5004

F

FACEAWARD	03-3400-5577
FLAG-J	03-3477-5052

G

GALET'S	03-3477-5094
GALSVILLE	03-5371-5130
GILFY	03-3477-5192
GLAD NEWS	03-3477-5063
GOLDS infinity	03-6715-1701
Grandedge	03-3477-5081

H

HEADSTAR	03-3477-5178
Honey Bunch	03-3477-5176

J

jammy	03-3477-5181
Jel'emets solo / BAROQUE JAPAN LIMITED.	03-6730-9090
Ji.maxx	03-3477-5018
JSG	03-3477-5140

L

L.CHANCE	03-3477-5074
L.D.S.	03-3477-5068
Laguna Moon	03-5447-6539
LB-03	03-3477-5049
LEMONTREE	03-3477-5011
LIP SERVICE	03-3477-5168
LIZ LISA (VENT INTENATIONAL CUSTOMER CENTER)	0120-819-251
LOVE BOAT	03-3477-5048
LOVE GIRLS MARKET	03-3477-5072

M

MA*RS	03-3477-5097
Mana	03-3477-5091
ME JANE	03-3477-5030
min plume	03-3477-5161
MITSUMARU Allamanda	03-3477-5041
MITSUMARU HEAVEN and Earth	03-3477-5036
MITSUMARU Laughin'	03-3477-5042
MITSUMARU Layla Rose	03-3477-5043
MITSUMARU SHINE BE MODEL	03-3477-5044
moussy	03-6730-9191

N

NAIL CRAFT	03-3477-5133
NAVANA	03-3477-5182
NAVANA WIG	03-3477-5022

O

Ober Tashe	03-3477-5023
one spo	03-5474-1211
oneway	03-5474-1211

P

PEACH JOHN	03-6418-7886
PEAK&PINE	03-3862-7200
Pinky Girls	03-3477-5054
PLAZA	03-3477-5001
POCO A POCO	03-3477-5006
POOLSIDE	03-3770-5777

R

R&E	03-3477-5016
Ravijour	03-3477-5034
REVIVE	03-3477-5089
REVROSSA CLARITY	03-5452-3309
REZOY	03-3477-5055
rienda	03-6730-9191
Rocky American Market	03-3461-2634
Rodeo Crowns	03-6730-9191
ROJITA	03-3477-5118
ROSE FAN FAN	03-3477-5064
ROYAL PARTY muse	03-6825-9595
RUBY ROSE	03-3477-5165
Ruvap.	03-3477-5175

S

Samantha Vega	03-3477-5005
SARAH ZODIAQUE	03-3477-5191
SBY	03-3477-5163
SHAGADELIC	03-3477-5025
SHAKE SHAKE	03-5489-5670
Sneep Dip	03-3477-5026
SONGEUR d.i.a.	03-3460-7991
SPIGA	06-6346-5130
Spiral Girl	03-5489-0407
SpRay	03-3477-5171
Stanza in	03-3477-5038
swanky	03-3477-5158
SWORD FISH	03-5459-4427

T

TAKARAYA	03-3477-5017
Ticket Port PIA Station	03-5561-7714
titty&Co.	03-3477-5071
TRALALA (VENT INTENATIONAL CUSTOMER CENTER)	0120-819-251
tutuHA	03-3477-5062
Twisty	03-3477-5096

V

V.V.P. VISALIA	03-3477-5040
ValenTine's High	03-5459-4427
VANQUISH	03-3477-5117
VENCE	03-3477-5019
Voeux	03-3477-5020

W

w♥c	03-5456-6033

X

XOXO kiss kiss	03-3477-5113

Find something interesting? Get to know more!

SHOP LIST

New Open

HIBUYA 109 proudly presents brand new shops open October 9!
ome join them at their opening event, with special offers for
e readers only!!

Buzzy Spunky

Be happy!
Feel free to enjoy fashion.

Based on west coast surf style, the brand dishes out American casual wear. It's all about colorful coordinates with the essence of fun. Perfect for girls who want a boyish style with girly touches.

西海岸サーフテイストがベースの、アメリカンカジュアルブランド。カラフルな色合いと、自由な遊び心を盛り込み、個性あるライフスタイルが楽しめるファッションが特徴。

Opening Celebration

Be one of the first 100 customers to purchase over ¥3,000 and get a star-print scrunchy.

3,000円以上お買い上げの方に、オリジナル星柄シュシュを限定100名様にプレゼントします!!

Be one of the first 100 visitors to bring this magazine and purchase one (1) item and get a sun necklace!

THE MAGAZINE ONLY

この雑誌を持参し、1点以上お買い上げの方限定100名様に、サンモチーフネックレス(レッドorブルー)をプレゼント!!

A'csent Gem

The first flagship store!
Be a rock star!

Based on street and glamorous looks, the brand riffs on ROCK! They offer a lineup of trendy items without breaking the bank. The Autumn/Winter 2009 these is "80's Spirits", bringing you easy styling with leopard print and lace, corsets, and their signature yellow.

ストリートやグラマラスなどのイメージに、パンチの利いたロックテイストをミックスさせた、欲張りな女の子のためのブランド。今期のテーマは"80' s Spirits"。

Opening Celebration

Get an original 80's style head accessory with any purchase of ¥5,250 or more. Supplies are limited.

5,250円以上お買い上げの方に80' s風オリジナルヘッドドレスをプレゼント!(無くなり次第終了)

THE MAGAZINE ONLY

Bring in a copy of this magazine and purchase over ¥3,150 and get an original file folder! Supplies are limited.

この雑誌を持参し、且つ3,150円以上お買い上げの方に、ロゴ入りクリアファイルをプレゼント!!(無くなり次第終了)

jammy

BE MYSELF...
for powerful women.

Get rock and military influence with menswear detailing on great feminine looks! Perfect for open-minded women who enjoy making their own way in life and fashion. Feel free to be yourself.

ロック&ミリタリーを基本とし、メンズライクなディテールを、女性らしいデザインに落とし込んだ洋服を提案。自分らしいライフスタイルを持ったパワフルな女性へお届けします。

Opening Celebration

Original glasses for customers who purchase over ¥5,000 (with tax). Supplies are limited.

オープンを記念し、5,000円(税込)以上お買い上げの方にダテメガネのノベルティをプレゼント! 数量限定なので、お早めに。

Bring this magazine and purchase one (1) item, and get a special gift!

THE MAGAZINE ONLY

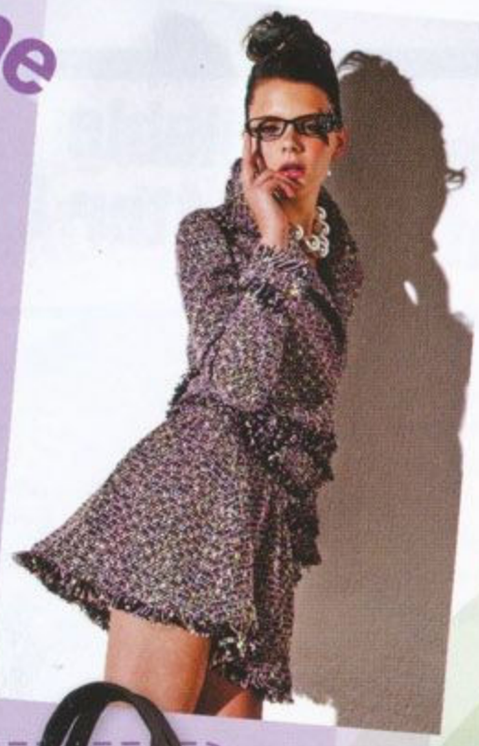
この雑誌を持参し、1点以上お買い上げの方に、スペシャルなノベルティをプレゼントいたします!

min plume

ook like
doll!
What's next?

r girls who make trends, and st don't follow them. Girls ay grow up, but they still nk like girls! Autumn/Winter 09 is all about being a cretary!

行が毎日移り変わる世の中。トレンドのど真ん中ではなく、半歩先をったり、むしろ流行を作り出すよな、人と同じスタイルに満足しな女の子へ。



Opening Celebration

Purchase over ¥5,250 and get an original tote bag! Supplies are limited.

10月9日より、5,250円以上お買い上げの方に"イケてるトート"をプレゼントします。

rom Oct. 9 to Nov. bring the magazine nd get 10% off!

THE MAGAZINE ONLY

10% OFF

の雑誌を持参で来店された方のみ特別、10月9日～11月9日まで、お買い物合計金額から10%OFFとなります。

Stanza in

Loungewear with an edge!

Loungewear for girls who like to relax on their own. Comfortable but with a rock-pop essence. You've never seen loungewear like this!

自分だけの時間を楽しみたい女の子へお届けする、リラックス・ウエア。優しい着心地にROCK&エグPOPなテイストを加えたアイテムを幅広く取りそろえています。

Opening Celebration

Be one of the first 100 customers to purchase over ¥5,000 (with tax) and get an original umbrella!

5,000円(税込)以上お買上げの先着100名様に、オリジナルプリント傘をプレゼント!

Be one of the first 30 visitors to bring in the magazine and get a candle. Supplies are limited.

THE MAGAZINE ONLY

この雑誌を持参で来店された先着30名様にオリジナルキャンドルをプレゼント(色はお選びいただけません)。無くなり次第終了となります。

w♥c

Produced by TV star Chinatsu Wakatsuki

Produced by Chinatsu Wakatsuki, popular TV idol. Autumn/Winter 2009 concept is "Virgin & Bitch", featuring thick outerwear but light dressing underneath. Boyfriend not guaranteed!

タレント若槻千夏が手がけるブランド、w♥c。今期のコンセプトはバージン&ビッチ。つまり、バージンのフリをして厚着し薄着をスタンバイさせるということ。彼氏ができるかはあなた次第?

Opening Celebration

Purchase over ¥20,000 and get an original tote bag.

20,000円以上お買い上げのお客様へ、限定オリジナル・トートバックをプレゼントします。

THE MAGAZINE ONLY

Bring the magazine on Oct. 9 and get a "kumatan" sticker to celebrate the opening!

10月9日のオープン初日(本誌発売日!)に限り、この雑誌を持参した方全員にくまたんシールをプレゼントします。

huaxia.com
Vimeo

SHIBUYA 109 Autumn/Winter 2009

INFO

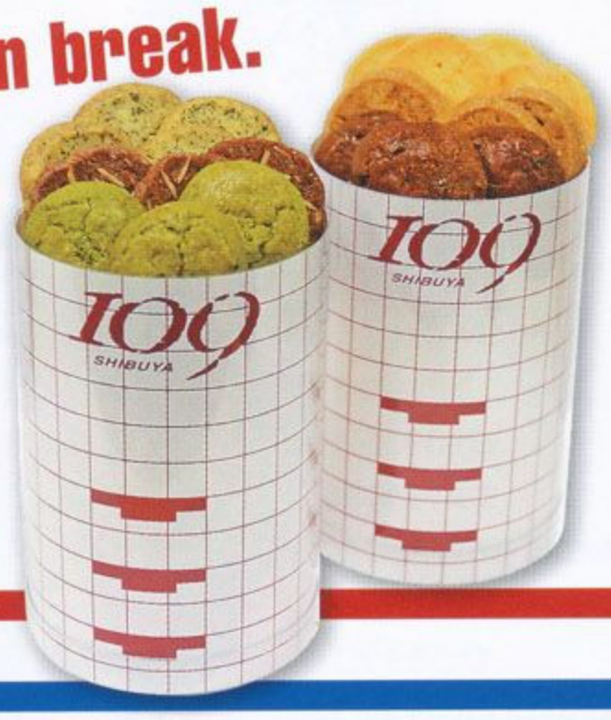
Translation: Keita Takahashi

Cookies for your afternoon break.

"109 Cylinder Series" released from MA MAISON! "Louis" (right) includes vanilla, coffee, and chocolate-vanilla flavors. "Reine" (left) includes Earl Grey and green tea flavors. ¥735 each.

マ・メゾンから109シリンダーシリーズが登場。ルイ(写真右)にはヴァニラ、コーヒー、チョコチップ、レーヌ(写真左)にはアールグレイなどのフレーバーが入っている。

MA MAISON 03-3477-5180



ROYAL PARTY muse drops in August.

Adult casual brand, ROYAL PARTY just released a new girly & sweet line called ROYAL PARTY muse in August. The first shop opens on the 1st floor and showcases a rich & casual Sweet Girl style.

ROYAL PARTYより新姉妹ブランド、ROYAL PARTY museが8月にローンチ。「リッチ・カジュアルなSweet Girl」をテーマに、1号店は1Fにオープンしたばかり。

ROYAL PARTY muse 03-6825-9595

Get adult rock style with a duffle coat.

Duffle coats with clean lines and insulation for warmth will be released in October from Jel'emets solo. Fur trims on the hoods and liners are detachable for alternative styling.

カジュアルすぎるロックは……、なんてお困りのあなたへ。Jel'emets soloより10月にリリース予定のダッフルロングコートは、フードのファーが取り外しでき、大人なスタイリングが楽しめる。

Jel'emets solo 03-6730-9090

Leggings? Denim?

Introducing new denim leggings from Doll Kiss. Details like pockets, zippers and belt loops are printed and the pre-washed look makes your style slimmer than ever. With this fit, no belts needed! ¥1,365.

ポケット、チャック等がプリントされ、ウォッシュ加工が施された新感覚デニンスがDoll Kissより登場。ベルト要らずのフィット感にヘビロテ間違いなし。1,365円。

Doll Kiss 03-3477-5139

High style with a short fur coat.

This year, all eyes are on leopard print items. Ristty's short fur coat is sure to be on heavy rotation. Good for layered styles and more. Get the "Cool & Sexy" style. ¥14,700.

今おさえておきたいレオパード柄が、ショート・ファー・コートに落とし込まれたRisttyからのアイテム。今冬、重宝すること間違いなし。14,700円。

Ristty 03-3477-5029

Special sets available only at the Winter Fair.

Rienda just renewed with the brand re-opening with a Winter Fair Part 1 starting on Oct 30, and Part 2 on Nov 6. The fair showcases special recommended sets, items available separately. Don't miss it!

リニューアルオープンしたリエンダでは、10月30日よりウィンターフェアPart1、11月6日よりPart2を開催。限定商品等多数入荷しますので、ぜひご来店ください。

rienda 03-6730-9191

rienda

Cozy up with fur!

Winter is coming and the fur is in. This year's fur decorated boots from FLAG-J comes in 2 types. Wedged sole (¥10,290) and lace-up (¥9,345). Enjoy the winter in gorgeous style.

冬と言えばファー！　大胆にファーをあしらったウェッジタイプ(10,290円)と上部リブにファーをあしらったレースアップタイプ(9,345円)がリリース、FLAG-Jより。

FLAG-J 03-3477-5052

Outer wear campaign at DURAS shops.

Starting from Oct. 30 to Nov. 3, all DURAS shops will have an outer wear campaign. During the fair, buy one and get a special present. Supplies are limited so hurry up and check it out!

10月30日から11月3日の期間中、DURAS全店にてアウター・フェアを開催。期間中にアウターを購入すると、数量限定のオリジナル・ノベルティをプレゼント。お店へ急げ!

DURAS 03-5772-8756

R M A T I O N

The word is...XXX♥

Cameron Racy

Winter Fair at CameronRacy starts from Oct. 17. Just be one of the first 20 people to say the magic words "I saw the extra issue of GLITTER!" and get a present!

CameronRacyでは10月17日よりウィンター・フェアを開催。期間中、「Glitter増刊号を見たよ!」とスタッフに伝えた先着20名は、レア・ノベルティをゲットできる。

CameronRacy 03-3477-5144

Never the same, Two styles in one.

Enjoy 2 styles in one coat by RE DARK. The hood is detachable so you can choose your style depending on the situation. A cube design on the front adds to the distinctive look.

カジュアルにもスウィートにも着こなし可能なRE DARKのコート。フードは取り外しが可能で◎。オリジナルのキューブ形状留め具がキュートなワンポイント・アクセントに。

RE DARK 03-3477-5086

What is your blood type?

Samantha Vega introduces a blood type bag collection. Blood type AB bag pitcured. Detachable mini-bag can be used as a chain bag on its own. Choose one according to your blood type.

サマンサ・ベガから血液型別バッグが発売。各血液型の特徴をおさえたデザインはそれぞれ違うディテールが盛り込んであるので、自分の血液にあったバッグをゲットしよう。(写真はAB型)

SAMANTHA VEGA 03-3477-5005

Original keychain present!

Starting from Oct. 17, buy ¥5,000 or more at COCOLULU and get an original keychain! Supplies are limited and campaign is valid only while supplies last.

10月17日よりノベルティ・キャンペーンが開始! 5,000円以上お買い上げのお客様にオリジナル・キーホルダーをプレゼント。限定数量となっているので、無くなり次第、終了。

COCOLULU 03-3221-8255

Special key case for limited time only!

Visit during the Outerwear Fair from October 23, buy outerwear and get one of a limited number of key cases.

10月23日からアウターフェアを開催。期間中、新作アウターを購入するとオリジナル・キーケースをプレゼント。今年のアウターが決まってない人は要チェック。

one*way 03-5474-1211

Want to be the center of attention?

A red Napoleonic peacoat is an attention getter for sure. Take this piece from one spo and you will get checked out. Fur on the hood adds a classy, gorgeous touch.

真っ赤なナポレオンPコートは注目を集めること間違いなし。Pコートのオーセンティックなスタイルとゴージャスなファーが派手さだけじゃないクラシカルな雰囲気を演出。

one spo 03-5474-1211

11th anniversary specialty is...

For the 11th anniversary EGOIST will release a special 5 piece set (¥26,800). Choose your own colors, so check out the Egoist shop for more details. Only available from Oct. 9 - 25.

11周年をむかえるエゴイストがアニバーサリー・アイテムを発売。写真の5点セットが10月9日から25日の期間中、¥26,800円。他にも特典が盛りだくさん。

EGOIST 03-3477-5143

Body care collection debut!

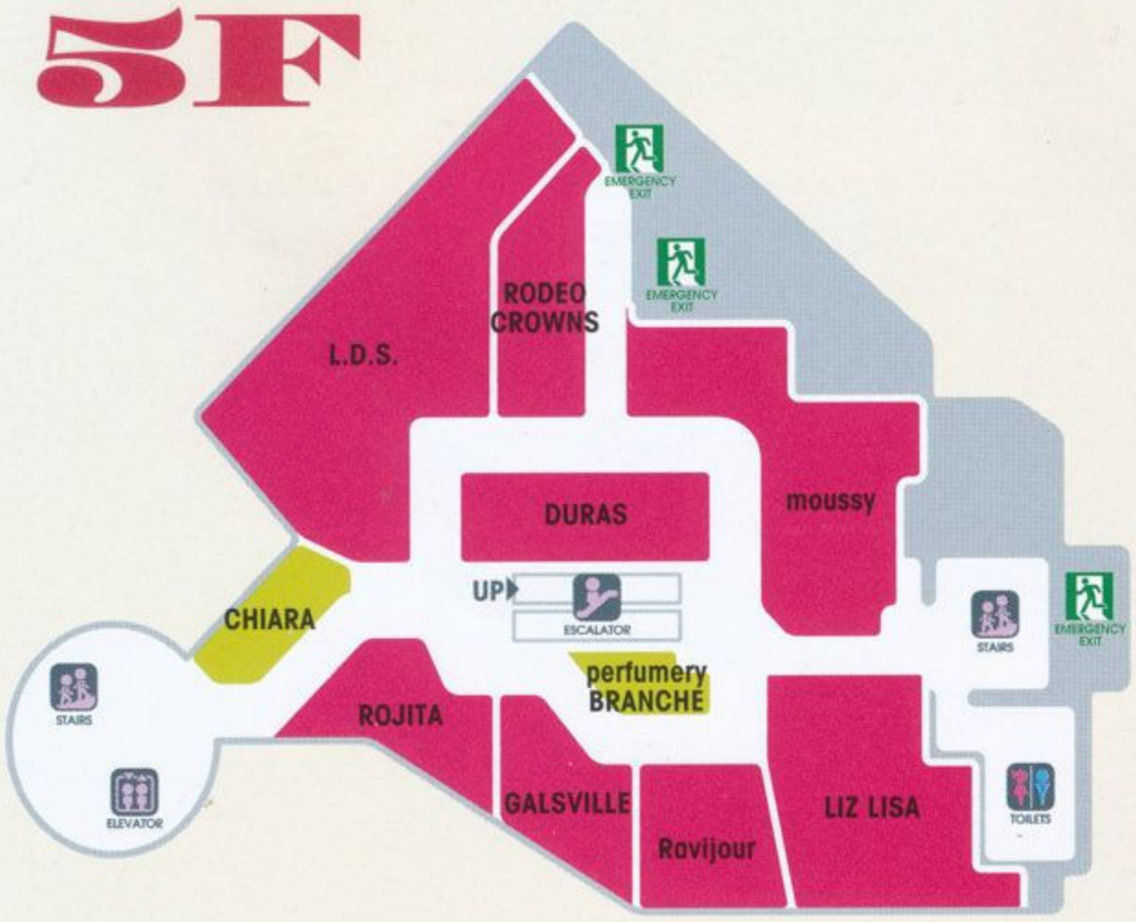
Ravijour is launching a body care collection in late October. The collection includes 8 items and an originally blended scent called "Fruity Glamorous". The collection is available in all Ravijour shops and the web shop.

Ravijourがボディケア・コレクションを10月末よりスタート。全国の直営店及びウェブサイトで発売される8アイテムには、オリジナル・フレーバーが採用されている。

Ravijour 03-3477-5034

蝴蝶网 hudie.com

5F



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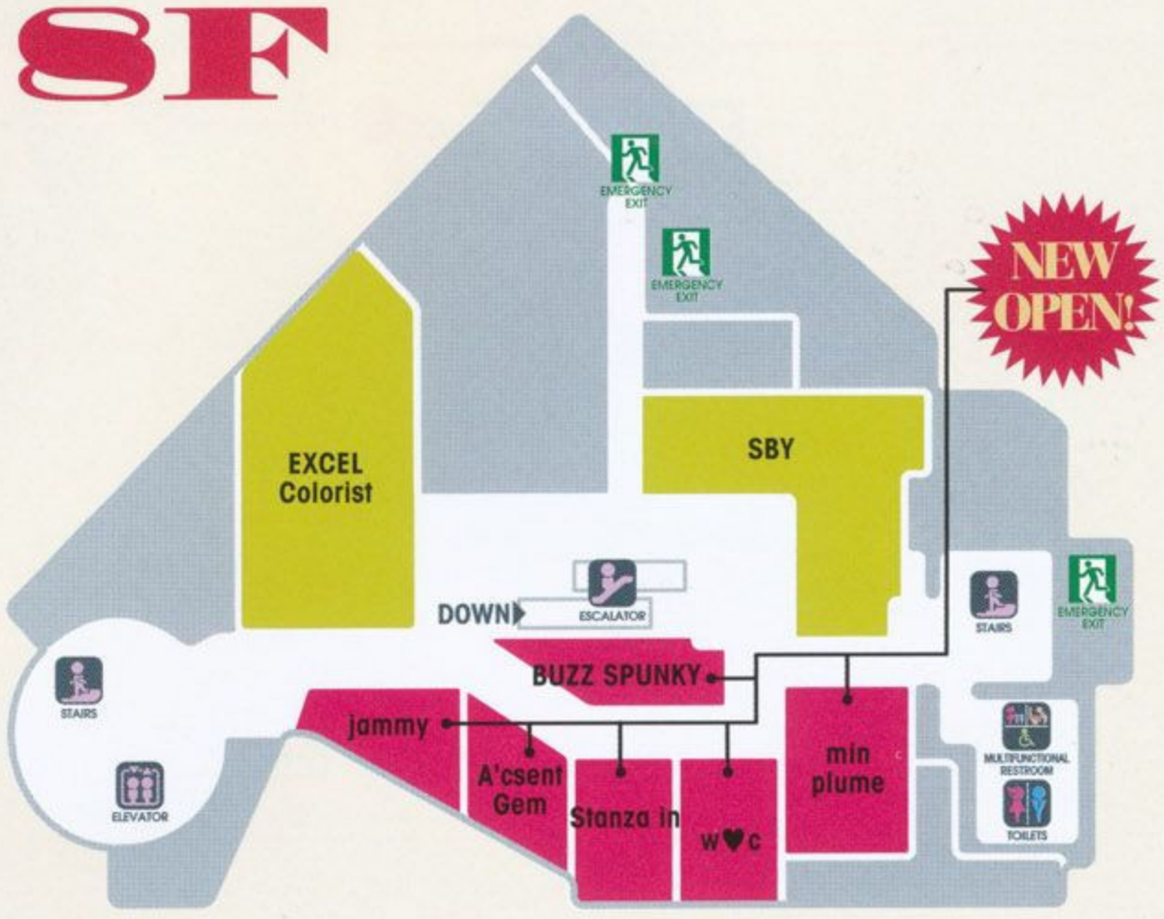

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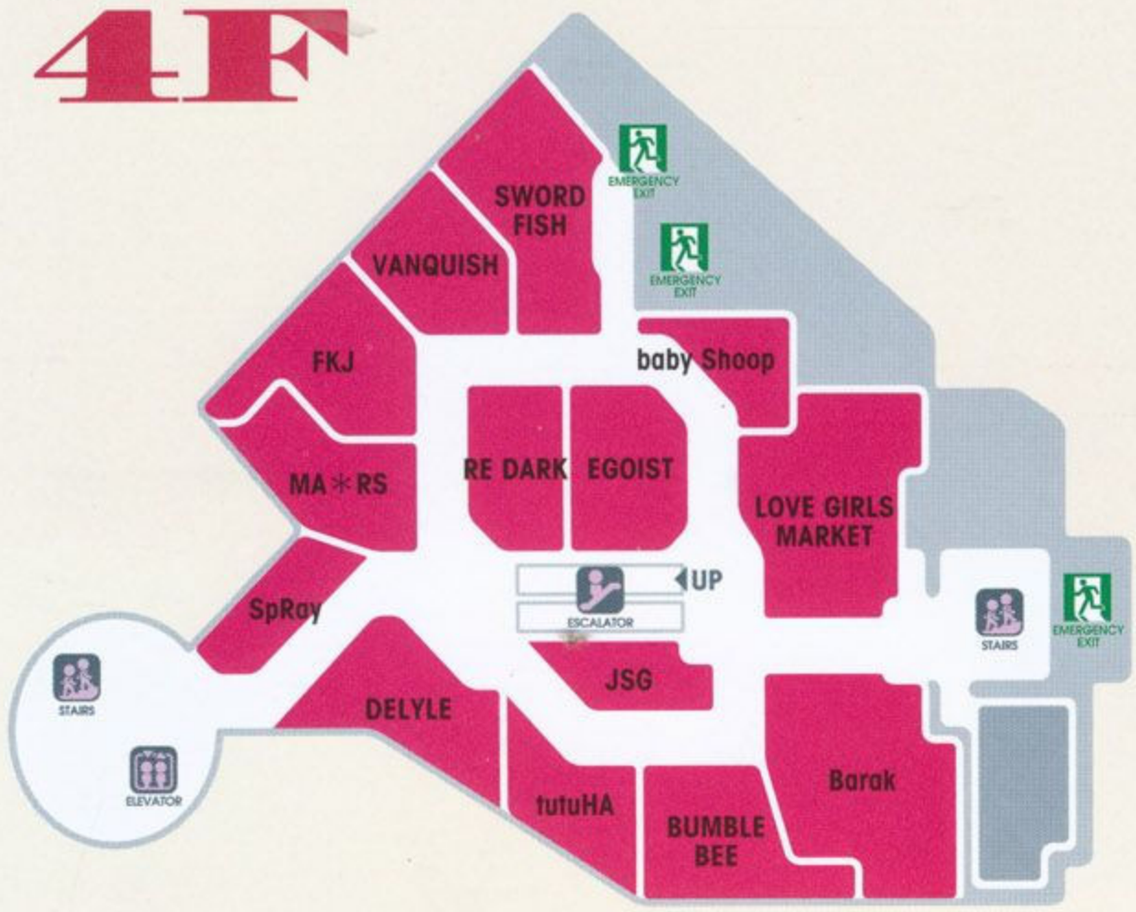

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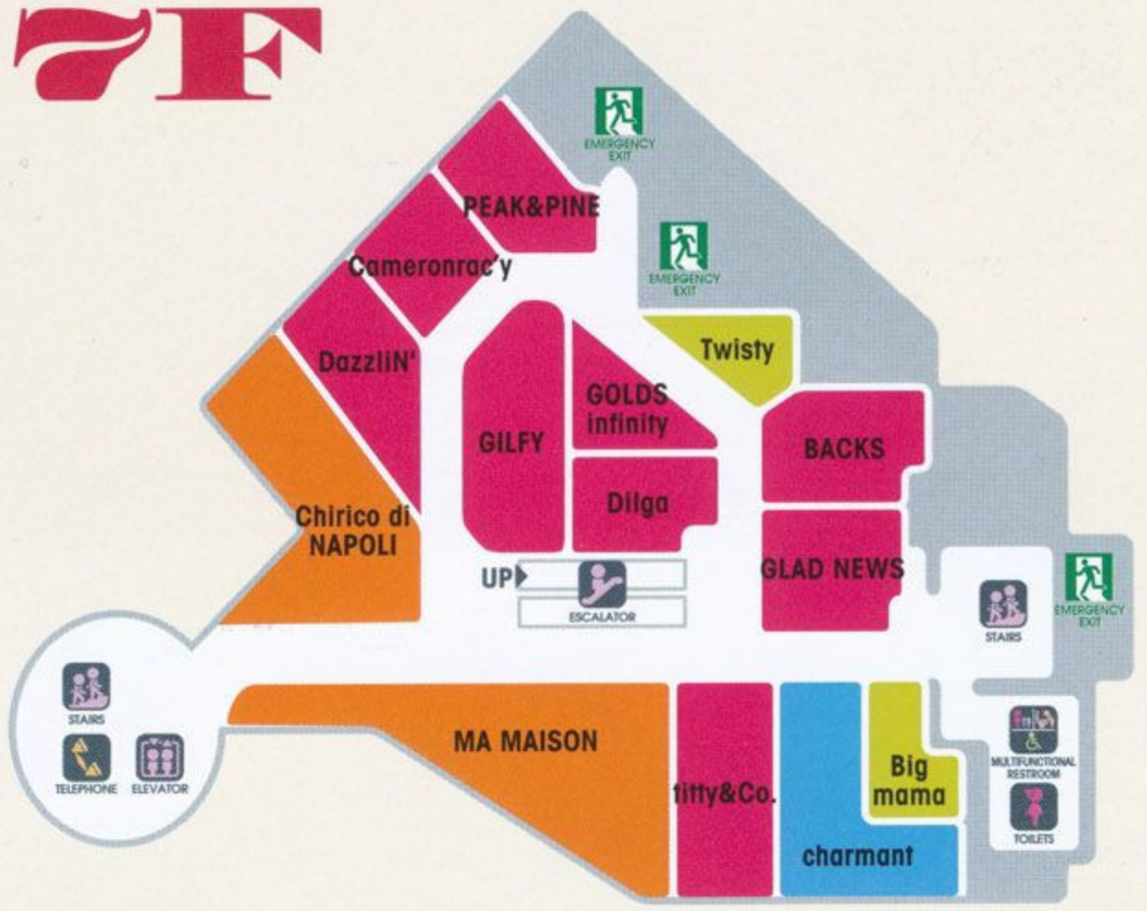

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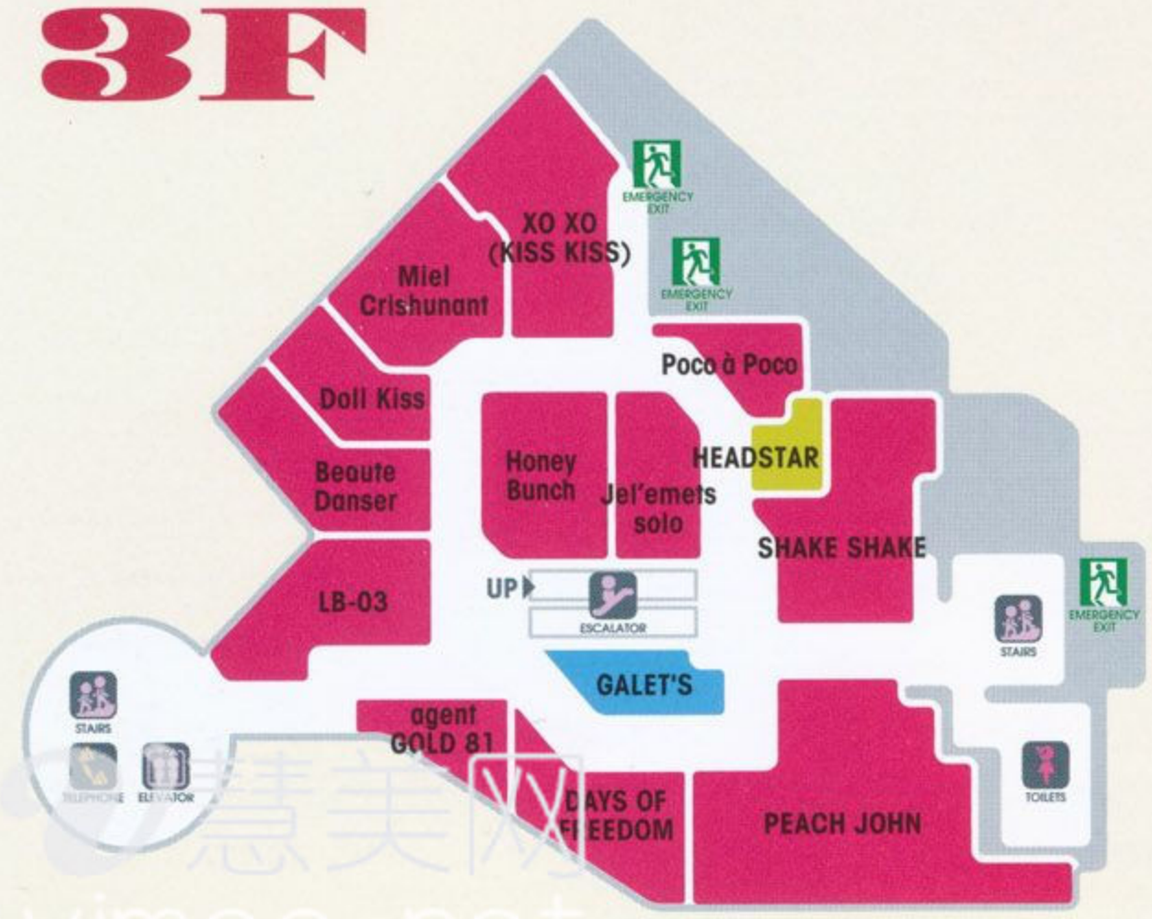

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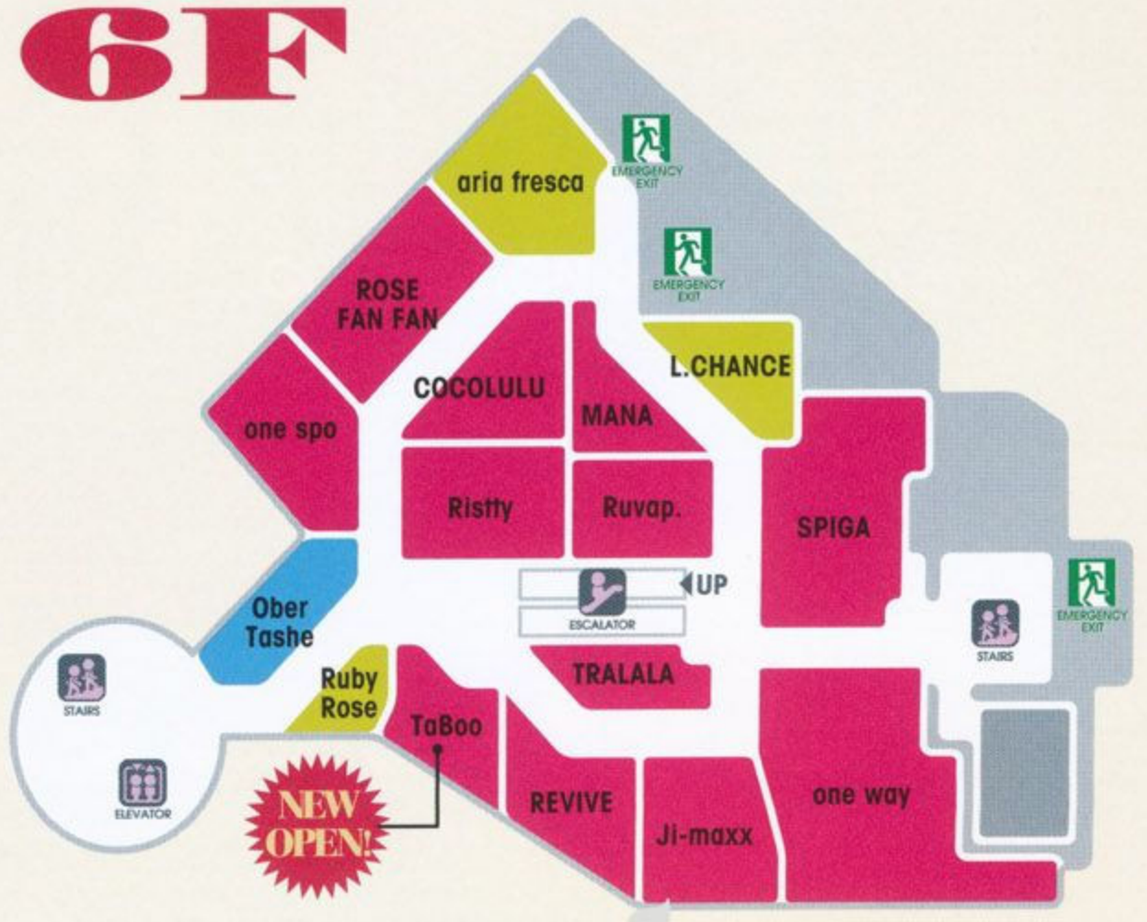

慧美网 vimee.net
蝴蝶网 hudiewang

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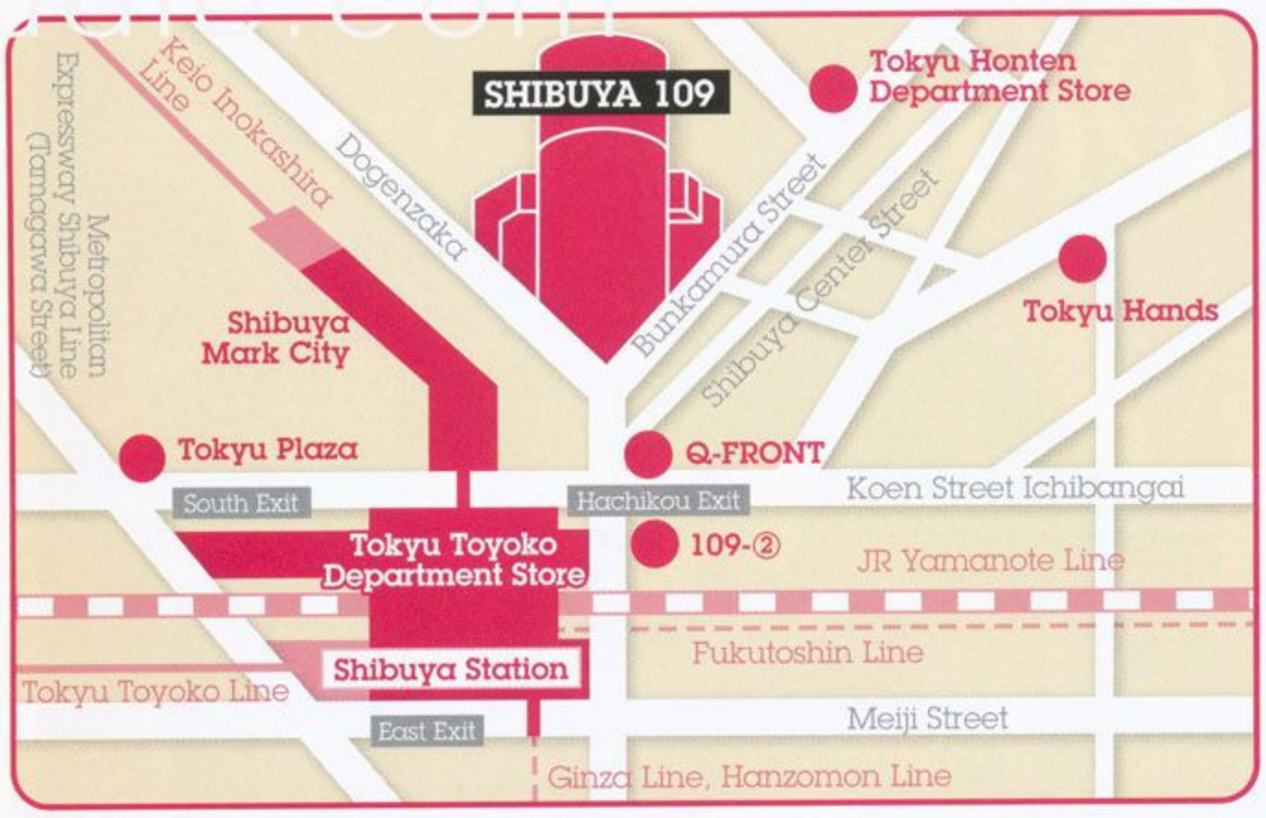


Address: 2-29-1, Dogenzaka, Shibuya-ku, Tokyo

Tel: 03-3477-5111

Access: 2 minutes walk from Shibuya Station on JR Line and Subway Lines.

Opening Hours: Shops(B2-8F) 10am-9pm
Restaurants(7F) 11am-10:30pm
Clothing Alternation Service(7F) 10am-9pm
Hair Salon(8F) 10am-9pm

Homepage (Japanese Only)
www.shibuya109.jp

Online Magazine for P.C. (Japanese, Chinese, and English
http://shibuya109press.com/

Net Shopping for Mobile [Shipped Japan Only] (Japanese
http://e-shopm.shibuya109.jp/

Other 109 Malls

Men's shops are here!

109-②

Address: 1-23-10, Jinnan, Shibuya-ku, Tokyo

Tel: 03-3477-8111

Access: 1 minute walk from Shibuya Station on JR Line and Subway Lines.

www.109-2.jp

Specialty for suburban teenagers.

109MACHIDA

Address: 6-8-1, Haramachida, Machida-city, Tokyo

Tel: 042-709-2111

Access: A few minutes from Machida Station on JR Line and Odakyu Line.

www.109machida.com

Bringing the trends to the North!

KOHRINBO109

Address: 2-1-1, Kohrinbo, Kanazawa-city, Ishikawa pref.

Tel: 076-220-5111

Access: 10 minutes (by car) from Kanazawa station on JR Line.

www.kohrinbo109.com

Totally local, totally trendy!

SHIZUOKA109

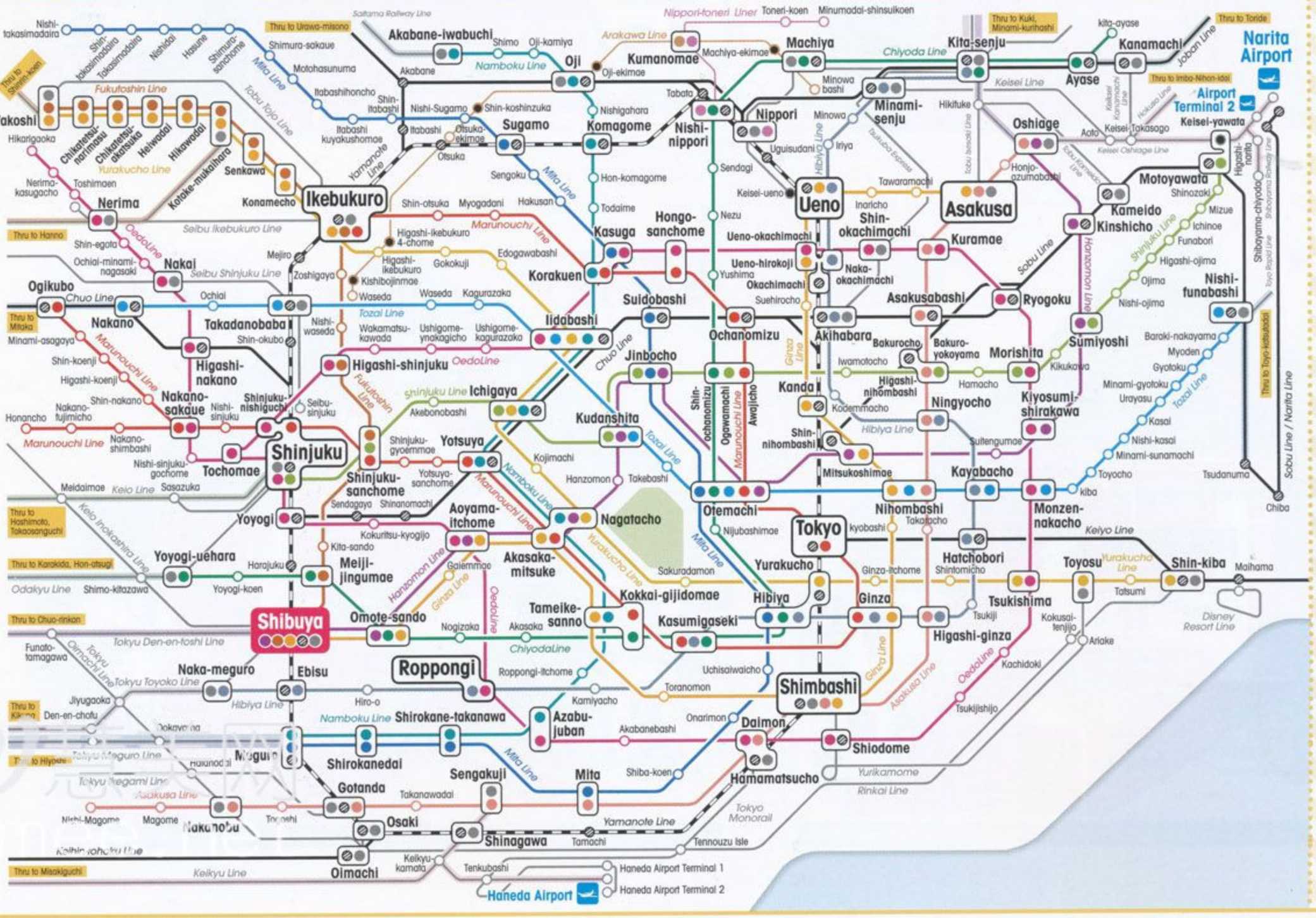
Address: 6-1, Denma-cho, Aoi-ku, Shizuoka-city, Shizuoka-pref.

Tel: 054-251-0109

Access: 5 minutes from Shin-shizuoka Station on Shizuoka Tetsudo.

www.shizuoka109.com

Tokyo JR and Metro Route Map



Line color
- JR Yamanote Line
- JR Line
- Private Railways

Toei Line
- Asakusa Line
- Mita Line
- Shinjuku Line
- Oedo Line

Tokyo Metro Line
- Ginza Line
- Marunouchi Line
- Hibiya Line
- Tozai Line
- Chiyoda Line
- Yurakucho Line
- Hanzomon Line
- Namboku Line
- Fukutoshin Line

- Toei Streetcar Arakawa Line
- Nippori-toneri Line

- Junctions

españa

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Nail Lacquers shown left to right: Here Today…Aragon Tomorrow (NL E48), Suzi Skis in the Pyrenees (NL E47), Give Me Moor! (NL E43), Pamplona Purple (NL E50), All Bets Are On in the Canaries (NL E46), Pink Flamenco (NL E44), Conquistadorable Color (NL E51), Bullish on OPI (NL E52), Barefoot in Barcelona (NL E41), Can You Tango This? (NL E42), Manicurist of Seville (NL E49), No Spain No Gain (NL E45)

Model's wearing **Suzi Skis in the Pyrenees** on nails. • Nail Lacquers feature OPI's exclusive ProWide™ Brush.

慧美网 蝴蝶网 hudie.com

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O·P·I

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Dear 109 Lovers

“Dedicate it to all the girls
in the world
who want to be adorable♥”

From All staff

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